

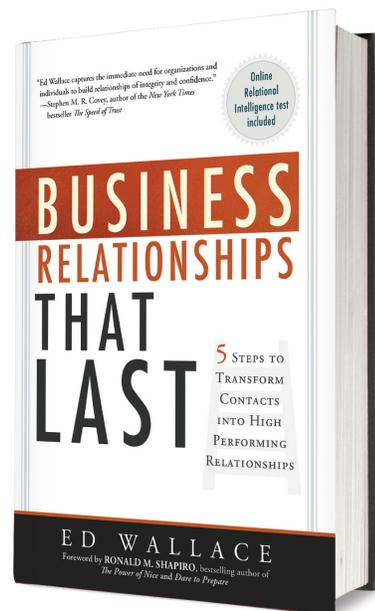
CASE STUDY: *Building Relationships That Last*

HOW A COLLABORATIVE APPROACH TO PUBLISHING YIELDS TREMENDOUS RESULTS

Ed Wallace spent his career developing and applying business-relationship principles in every company he worked for, yielding phenomenal results in revenue growth and customer loyalty. Fueled by his success, Wallace started his own consulting firm, the Relational Capital Group, and began putting his philosophy on paper. Says Wallace, “I was passionate about how business relationships were the true secret to success, and I believed a book on the topic would create credibility for my business and for the concepts I speak about regularly.”

Ready to get his book out into the public, Wallace researched the publishing options available to him. After looking at traditional and self-publishing models, Wallace finally settled on Greenleaf Book Group. “I chose Greenleaf because of the strength of their team and their belief in me and the concepts behind my book,” says Wallace.

Immediately, Wallace and Greenleaf’s editorial team went to work. After reviewing the project, the editorial team suggested that Wallace specialize the content to make it more marketable. Wallace decided to take his editors’ advice and focus on sales and client-facing professionals rather than on a broad audience. Looking back, Wallace says, “Their advice has been incredibly helpful not only in making the book a success but also in the business market with our clients and prospects.”



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In 2010, Greenleaf released Wallace's book, *Business Relationships That Last: 5 Steps to Transform Contacts into High-Performing Relationships*. Since its release, Wallace says his business has increased 100 percent over the previous year and that he attributes much of that success to the profile and credibility that the book created for him and his company in the marketplace.

When asked about his experience with Greenleaf Book Group, Wallace says, "I felt like they shared all of my goals in the project, which manifested itself in many aspects of the project." For other experts looking to publish a book, Wallace offers this advice: "Consider all your options, but take a close at the Greenleaf model, as it offers many benefits over traditional publishing. Plus, they're great to work with, and that's what relationships are all about!"

Ed Wallace is founder of the Relational Capital Group, a consulting firm providing professional development and consulting services to help organizations and individuals develop the key relationships that most impact their business performance. Learn more about Wallace and his company at www.RelationalCapitalGroup.com.



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Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of Inc. magazine's 500 fastest growing companies in the United States, they have represented more than 1,000 titles, including four that hit the *New York Times*, *Wall Street Journal*, and *USA Today* bestseller lists.