

Media Kit

Unleashed:

A Been-There, Rocked-That
Guide to Radical Authenticity
in Life and Business

By Amber Swenor



MEET THE AUTHOR

Amber Swenor

Transformational Guide. Business Strategist. Front person in a metal band. Dog mom.

As a sensitive powerhouse, Amber grew up driven, but also sensitive and empathic, often feeling misunderstood. Growing up in rural Wisconsin, she became the first generation in her family to graduate high school and attend college — one of the many steps in transforming her life to align with her authenticity and desires.

Amber's journey has taken her across the world and through years of healing to fully uncover and align with her Soul Seed, her vision for guiding conscious leaders into creating wildly meaningful impact through successful companies.

She's grown a service-based business from the ground up to over \$1M/year in under four years. She's coached hundreds of entrepreneurs, CEOs, healers, and visionaries worldwide to align with their authenticity and grow values-aligned businesses.

Today, Amber provides transformational coaching, consulting, and speaking, and she's the co-founder of Soul Seed CBD with her husband.

As CEO of her company Soul Seed Strategy, she leads a team to help businesses better position their brands for long-term success through brand strategy and strategic marketing services.

Chris Winfield

COO, Super Connector Media

"Unleashed is a book for every entrepreneur, leader, and human being to add to their bookshelf to achieve the life of their dreams."

Makhosi Nejeser

The Royal Shaman

"The future is for rebels, and Unleashed is the manifesto for authentic, positive change."

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ABOUT THE BOOK

Unleashed: A Been-There, Rocked- That Guide to Radical Authenticity in Life and Business

Calling all visionary entrepreneurs and rebel-spirited changemakers!

It's time to break the chains, step away from the "shoulds," and let the REAL you come out to play!

Claiming your rockstar identity and embracing your authenticity is the key that will unlock everything you desire in your life and work - and Amber Swenor, founder of Soul Seed and front-woman in the band Morningstar, is here to show you how to do it in total alignment with your soul.

With humor, heart, and razor-sharp insight, Amber dissects the patterns and norms that keep so many of us locked in fear, people-pleasing, and pretending and reveals the simple shifts and transformative frameworks that will give you the courage to step out of hiding and own who you came here to be.

You can't change the world until you're ready to take the stage.

Are you ready to live Unleashed?



WHERE TO FIND THE BOOK



Purchase a signed paperback or hardcover copy or purchase the eBook version online at Amber-Swenor.com

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FROM THE BOOK

Excerpt

Why do we Play by *Their* Rules?

You're here because you're being called into a more authentic, badass, hyper-aligned vision for yourself. You're here because you belong here, on this planet, at this time—but you're not here to fit in with the masses. That's not what "belonging" means. In fact, you're here to break all the rules—and have fun doing it.

If you ever decide that you do, in fact, want rules, you can write them yourself. Because the rules you write yourself are the only rules that matter.

That's what it means to live Unleashed.

No matter what the people around you say, playing by others' rules is a choice. It doesn't matter what anyone around you thinks or feels about your dreams. It doesn't matter what your family did before you. It doesn't matter what you've had to overcome, what shame stories you're carrying, or what resources you have (or don't have) in this moment.

You always have the choice to be all of you, *right now*. That's what "people like us" do. That's what we choose, every day.

As Unleashed beings, we put ourselves in situations where we know we're going to get uncomfortable, so we can break out of the box and get to where we want to go. Then, once we get comfortable in that new skin, we'll probably do it all again.

The Unleashed path is about paving the road to our authenticity, walking it bravely, and coming back home to our truest selves at the end of it all.



Alyse Nelson

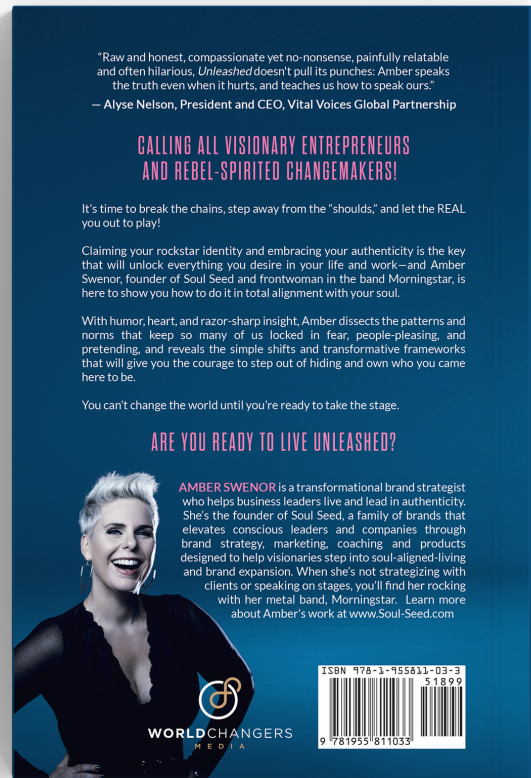
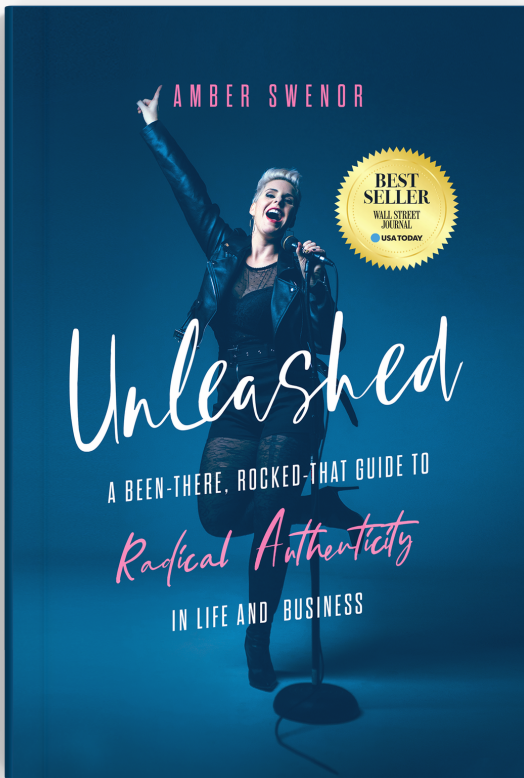
President and CEO of Vital Voices
Global Partnership

"Now more than ever, we need women like Amber – women with bold ideas and strong, unique voices, who aren't afraid to use them to change the world."

Emily Bissen

Founder & Business Development Coach,
Blue Heron Business Partners

"Unleashed gives you a peek into what it looks like to take calculated risks that are empowered by intuition and shows us how trusting yourself and making bold moves actually does pay off."



Darla LeDoux
Coach, Trainer and Founder of Sourced

"Unleashed is a journey worth taking!"

Quick Facts

FULL TITLE: *Unleashed: A Been-There, Rocked-That Guide to Radical Authenticity in Life and Business*

GENRE: Literary Nonfiction

PAGE COUNT: 240 pages

PUBLISHER: Worldchangers Media

PUBLICATION DATE: April 15, 2022

ISBN: 978-1955811033

AVAILABLE FORMATS: Paperback, Hardcover, eBook

RATINGS

Praise for Unleashed



4.9 Average Rating
across all platforms



4.6 Rating
on Goodreads



Read all reviews on
GoodReads.com



Lauren
Andraski



December 29, 2022

Incredible read. I had to stop myself from reading this before bed, as I was losing sleep — staying up imagining and dreaming about my life unleashed, and waking up early to dove back in. If you are doubting yourself — especially if you know in your heart that you have something worth believing in — start with this book. Highly recommend for everyone with a big business idea or anyone who is ready yet hesitating to step into their authentic self.



Sarah
Schuette



April 23, 2022

Amber's book is exactly what I needed in the next step of my personal growth. Amber talked straight to my heart through her life stories. I look forward to using the tools from her book to help me lead a more authentic life! **MUST READ FOR EVERYONE!**



Jtlerner



April 21, 2023

As a stay at home parent, I didn't know if this book would apply to my current reality. And it does! Turns out, it doesn't matter if you're an executive director, part of a startup team, or a stay at home parent (I've been all three), Amber's guidance on how to honor and celebrate your authentic self is valuable to anyone curious if they are being all of their true self as they interact with the world. Plus, her hilarity and storytelling makes this read feel like you're chatting with a dear old friend around a campfire.



Shreya



November 10, 2022

Simply one of the most dynamic motivational books I've ever read.

AWARDS

Global Bestseller



- Awarded the Gold Medal IBPA Benjamin Franklin Award™ as the most inspirational book of 2023 by the Independent Book Publishers Association (IBPA).
- #1 bestseller on *The Wall Street Journal's* bestseller list for the week ending April 24, 2022.
- *USA Today* bestseller list for week ending April 24, 2022.
- #1 bestseller spot for eight consecutive days on Amazon in Finance and Money and Personal Success in Business.
- Barnes and Noble bestseller list for week of April 18, 2022.



Travel With
A Book



November 19, 2022

Unleashed by Amber Swenor is an extraordinarily eye-opening read, this book made me realize how much I need to slow down and take care of me and choose me! The Author Amber Swenor makes you think about some deep questions that I had never asked myself before!

Amber nails this book with a lyrical and compelling writing, she defines self-love in a clever structure, it outlines the importance of unleashing you in every best way possible, and it delivers the keys to unlocking the hidden elements of you, it has hilarity throughout the chapters and you can see that the Author has poured her heart and mind into this fabulous book!



Sara
Author



November 13, 2022

I'm so motivated and energized after reading this book! I highly recommend it to anyone ready for MORE sparkle and shine in their life. Amber Swenor shows us how to look inside ourselves for the inspiration we need and the power of community with other powerful women to support each other! I'm ready to expand and I'm grateful for coaches and writers like Amber who help me stay the course.

Press Release

May 9, 2023

FOR IMMEDIATE RELEASE: Wisconsin-based first-time author earns top spot for the most inspirational book of 2023.

Unleashed: A Been-There, Rocked-That Guide to Radical Authenticity in Life and Business, by Madison, Wisconsin-based author, Amber Swenor, won the Gold Medal IBPA Benjamin Franklin Award™ as the most inspirational book of 2023 by the Independent Book Publishers Association (IBPA).

An annual book award competition named in honor of one of America's most cherished publishers/printers, the 35th annual IBPA Benjamin Franklin Award™ program recognizes excellence in independent book publishing across 56 categories. This year's awards competition, for books with a copyright date of 2022, garnered over 1,800 individual entries – the second highest amount of entries in the award's history.

“When the IBPA Benjamin Franklin Awards program started,” said IBPA chief operations officer Terry Nathan, “we were one of the only ones around.” That was back in 1985, just two years after Publishers Marketing Association (PMA) began. In 2008, PMA became IBPA, but the awards program retained the name it had been christened with nearly 40 years earlier: the IBPA Benjamin Franklin Awards.™

A complete list of Gold and Silver Benjamin Franklin award winners is available here: <https://www.ibpabenjaminfranklinaward.com/2023-winners>.

Swenor's book is a rally cry for authenticity and provides the framework for readers to tap into deeper self-love and gain the confidence, courage and strategy to go for their dreams.

Unleashed is for anyone who wants to connect with their inner confidence and is for rebel-spirited changemakers ready to break the chains, step out of the 'shoulds' and finally step into their vision for an authentic life and authentic leadership in business.

The Benjamin Franklin Gold Award builds on top of early momentum when Swenor's book was released in May 2022 and quickly earned the top spot as a #1 bestseller on The Wall Street Journal's bestseller list for the week ending April 24, 2022.

The debut book made the top bestseller's list on USA Today for week ending on April 24, 2022, and held the #1 best seller spot for 8 consecutive days on Amazon in Finance and Money and Personal Success in Business.

Swenor is the founder, brand strategist and coach behind Soul Seed, a brand ecosystem that includes several businesses, including Soul Seed Strategy, a Wisconsin based coaching and consulting firm that provides brand strategy consulting, business coaching and team and culture development trainings.

Tapping into her experience as a first generation to graduate high-school in her family (growing up in Waukesha county and later Shawano county), the first to attend college (UW Madison), and navigating experiences as both a creative and front person in a metal band, while also being a

Press Release

woman starting and growing a business, Swenor filled *Unleashed* with humor, heart, and razor-sharp insight into the patterns and norms that keep so many locked in fear, and stifles personal and business growth, and reveals the shifts that help readers to unlock the path to your deepest desires and success in life and business.

“Unleashed is a book for every entrepreneur, leader, and human to add to their bookshelf to achieve the life of their dreams,” said Super Connector Media COO Chris Winfield.

Alyse Nelson, President and CEO of Vital Voices Global Partnership says, “Now more than ever, we need women like Amber, women with bold ideas and strong, unique voices, who aren’t afraid to use them to change the world. Lucky for us, in *Unleashed*, Amber walks us through the steps everyone can take to become those changemakers and sets us on the path to leadership, authenticity, and transformation.”

Unleashed is available in bookstores worldwide and can be picked up locally at Mystery to Me, Barnes and Noble or Room of One’s Own.

In celebration of this award, Swenor is gifting free e-book copies of her book to anyone who would like one, through the month of May. Visit: www.soul-seed.com/freebook

Learn more by visiting www.soul-seed.com

About the IBPA Benjamin Franklin Award Program

The IBPA Benjamin Franklin Awards, which include 56 categories recognizing excellence

book editorial and design, are regarded as one of the highest national honors for independently published books. The awards are unique in that the verbatim judging forms are returned to all participating publishers, providing entrants with direct feedback on each submission.

The awards are administered by the Independent Book Publishers Association (IBPA), with help from over 170 volunteer book publishing professionals including librarians, bookstore owners, reviewers, designers, publicity managers, and editors.

When the IBPA Benjamin Franklin Award program launched in 1985, it had two goals: (1) to celebrate excellence in independent publishing and (2) to foster that excellence by sharing a written critique from each judge with the submitting publisher.

This year was the second highest number of entrants ever with nearly 1800 entrants across 56 categories.

For inquiries or to request Amber for an interview contact Alexa Gorman at: alexa@soul-seed.com or 1-203-725-7884.

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