

Publishing Goes "Green" with The Green Guide Girls™!

"Our industry publishes many important books about global warming and keeping our planet 'green.' Now it's time that we take our own advice. This great little guide will show authors and publishers how to be ecologically responsible in manufacturing and distributing their books."

~ Larry Kirshbaum, Founder, LJK Literary Management and *Publishers Weekly* 2005 Publishing Man of the Year

- 81% of Americans feel they should write a book, according to a recent survey cited in the *Publishers Weekly* review of Gabriel Zaid's book, "How Many Books" on Amazon.com.

81%! That's a lot of people, and that's a lot of books.

- A book is published somewhere in the world every 30 seconds, according to Zaid. Fifty years after the introduction of television, Zaid writes, the number of titles published worldwide each year has increased fourfold from 250,000 to 1 million - from 100 books for every million humans to 167.

That translates to a lot of natural resources that are required to make these books which has a huge impact on the environment and our planet.

As the Green Guide Girls™, Cindy Katz and Jennifer S. Wilkov in their book entitled *The Green Guide Girls: Guide to Book Publishing* (E.S.P. Press Corp. ~ June 1, 2007), know that it is in that one moment of decision, that one breath when the author says to the publisher, book manufacturer, printer and book consultant, "Would you like to publish my book?" that everything begins. They also know that in that same breath, there is one question that has the power to transform the world and the industry as we know it. The Green Guide Girls™ encourage authors everywhere to ask, "How do we make THAT book 'green'?"™

In one moment, the whole planet has the opportunity to benefit from any author's book. From the paper chosen to print it on to the ink on the page, the decision to ask this simple question holds the key to the sustainable future of Planet Earth.

The Green Guide Girls™ know that everybody can save the planet in a moment by just asking.

What they want you to know is that the book publishing industry is prepared to support every author at every stage of production so their book can use environmentally sound processes every step of the way.

The guide includes:

- Definitions of “green” book publishing from top industry experts
- A step-by-step guide through the spectrum of the “green” production and publishing process of the book so the author can determine whether they want to make their book a little bit “green” or all out “green”
- Meet The Green Guide Girls™ Collective Wisdom Team™ -- a group of top industry experts who share their knowledge, wisdom and experience along with their visions of the future of “green” book publishing
- A Resource Section filled with companies and organizations in the “green” book publishing industry who are ready to assist any author and publisher with the environmentally friendly production of their book
- The comprehensive and companion G-L-O-S-S-A-R-Y which includes pertinent information about important certifications the author and publisher need to look for when working with “green” book publishing resources
- Journal pages for keeping “Green” Book Publishing Notes right in the back of the book to make it easy to record important ideas, decisions and contacts during publishing and production team meetings
- Foreword by Tyson Miller, Director, Green Press Initiative

Yes, two girls in pigtails really do make this stuff about being “green” easy to understand. In the new book, *The Green Guide Girls: Guide to Book Publishing*, Cindy Katz and Jennifer S. Wilkov take the mystery out of the whole “green” book publishing process. This is a compact book that’s the perfect companion to assist new and seasoned authors with an easy approach to environmentally friendly options for publishing and printing your book.

The Green Guide Girls™ have done the work and brought the top green experts in the publishing world to the author. They asked the questions...Now the reader gets the guide. They tell the author and publisher what and where the resources are – and how to get to them – to support their educated decisions about how “green” the author wants their book to be.

Anyone can make their book “green” in a simple, fun, and enjoyable way. Brilliant!

"As someone who has been responsible for the printing of more than 100 million books, I am very concerned about the effects of that on the environment. I am glad there is a book addressing the issue with solid ideas that we can all implement. I hope everyone in publishing reads this book."

~ Jack Canfield, co-author, *Chicken Soup for the Soul®* series

www.greenguidegirls.com

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About the Authors:

Cindy Katz is the CEO and founder of Plant a Tree USA™. Her mission is to plant 18 billion trees and educate millions, creating a healthy Mother Earth with a passion. As a part of her mission at Plant a Tree USA™, Cindy developed a specific program for authors and publishers called the Authors Save World™ program to promote tree plantings and raise awareness in the publishing industry. www.PlantATreeUSA.com; www.AuthorsSaveWorld.com

Jennifer S. Wilkov is the best selling award winning author of the *Dating Your Money* series and the publisher of E.S.P. Press Corp. She is also a successful freelance writer, entrepreneur, business mentor, humanitarian, philosopher and philanthropist. Jennifer has always been interested in bringing together industry resources and people in the spirit of collaboration to enrich the consumer experience. Now she's gone "green" as an author and publisher to collaborate with Cindy Katz to bring The Green Guide Girls™ to the publishing and author communities. www.GetMyESPPress.com

As the Green Guide Girls™, Cindy Katz and Jennifer S. Wilkov live in the classroom of life and raise their hands to ask their famous simple question, "How do we make THAT green?"™ Together, they consolidate the information and insights they find from the Collective Wisdom in every industry and provide *ESP Tips*™--Environmentally Sound Principles---and *PAT Tips*™--Please Act Today action steps---throughout each book to make it easy for anyone to make anything "green". www.GreenGuideGirls.com

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