

# PRESS RELEASE

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Prosperia, the ancient Roman goddess of prosperity, is an apt guide for today.

**Prosperia Publishing**

## Remedies for overwhelmed professionals too busy to read!

A new kind of publishing company  
is born.

To: general business audience

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With a proliferation of thousands of books published each year, what is a reader to do? Although businesswomen buy the majority of books sold, author and designer Liane Sebastian had discovered that only a tiny percentage of these books actually get READ (versus the thumb treatment or first chapter scan).

Businesswomen are too busy to read the kinds of books being offered. No one is busier or more overloaded with responsibility. No one needs more help to meet those responsibilities! And no segment of our economy is growing faster!

Prosperia presents the best thinkers to the reader in a way that she can best access. Liane has developed a new format, not to be read but to be experienced on the run, the way she lives. Book products accomplish this in print. Digital products offer new venue online. Profound and crucial, key questions are presented with answers from the top

thinkers and exemplary practitioners of all sectors. Short compilations, there is more to think about, compare, and use, than there is to read!

Created by this award winning graphic designer and author, Prosperia Products highlight how to blend creativity and business. Liane wears a literary and visual coat, but a marketing hat. As a hurricane survivor who lost her business in Hurricane Wilma, Liane believes that when the going gets tough, the tough get creative. Having worked in publishing for 30 years, Liane decided to finally start the company she has dreamed about: to reinvent the publishing model. By combining technology, presentation experience, in production management, boosted by a multitalented skill set. Liane believes that by providing tools that help businesswomen become better managers, the modern malady of feeling overwhelmed will be replaced by a feeling of control and mastery.

The focus of each book is to be useful! For the launch, **Prosperia Products** offers these remedies for the overwhelmed:

- **Prosperia Idea Initiator** takes the reader on an exploration of new ideas to use immediately in her career or business. It is like having advice from your best friends or favorite influencers.
- **Prosperia Perspectives: Support Solutions** examines the ingredients necessary to blend workstyle and lifestyle. It is like exploring your direction through your own self-seminar with 16 wise women.
- **Legacy Ladies** presents wisdom from the most quotable women of the last 200 years. Bridging many generations of women, Conversation Circles make them come alive. It is talking to those now lost, like sitting at Grandma's knee again.
- **Journey Journal** is a companion on your travels, giving the greatest wisdom in a unique journaling and collecting format. It is like connecting to those who have gone before by adding your own legacy.
- **Favorite Focus** (book series includes **Activities, Goals, and Dreams**) guides you to make the most of your valuable time. Life is short and we need to best prioritize to be sure we spend our time-currency the way we wish versus the way fate forces upon us. It is like following our own music versus someone else's.
- **Creative Collectors**—blank and journal books that become like friends. Inspiring, illuminating, and portable, these creative companions preserve your own legacy.
- PDF products that include topical **Conversation Circles**, resources, formats, organizational tools, and short fantastic articles worth reading every word. It is like having access to the entire body of businesswomen's knowledge
- Although the product line will grow, these and all new projects will offer shortcuts that make the reader/visitor feel at home, connected to others with the same concerns, and that she can access the best resources though she doesn't have time to do the research herself. When she does want more information on a specific topic, it will be targeted, efficient, and satisfactory.

Each product offers a unique remedy to the modern phenomena of *too much information*. At last, here is a place that makes sense of it, makes women's wisdom accessible, relevant, and most of all, useful. As a hybrid rather like combining *Reader's Digest*, *Cliff Notes*, and a Self-Seminar, this concept compiles and condenses. When we help women in business, we do help everyone.