

**May 11, 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 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](http://www.soul-seed.com/freebook)

Learn more by visiting [www.soul-seed.com](http://www.soul-seed.com)

### **About the IBPA Benjamin Franklin Award Program**

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

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