



Abernethy Platform Media: Turning Business People Into Best-Selling Authors

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A new media company has just launched to help business owners and professionals get the personal and professional recognition they deserve, using publication platforms that are available to anyone who knows how to use them.

Those who think book sales are a thing of the past should think again. According to Publishersweekly.com, "Unit sales of print books rose 2.8% in 2015 over the previous year, following a 2.4% increase in 2014," and, "In 2014, unit sales increased 2.4% over 2013; in 2015 unit sales were up 5.3% over 2013."

The company, created by a best selling business author, offers free advice and other services that can help any professional reach best selling author status. The mission is to not only make publishing and promotion information available, but to encourage business owners and professionals who would like to elevate their personal brand and let them know that it is easier to do than they may realize.

Other information visitors to the companies website can take advantage is information on video marketing, podcasting and using interviews to get more recognition in their market place.

"I meet so many great entrepreneurs and medical professionals who always wanted to put out a book, and when when they see how easy it can be they get re-excited about sharing their message because now they know they can." Founder Adam Abernethy states.

For more information, guidance and advice for businesspeople on sharing their message, visit AbernethyPlatformMedia.com.

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Abernethy Platform Media

Abernethy Platform Media is a consulting firm that specialized in helping Authors, Speakers and Business owners organize, package and deliver their message with the most impact to their widest audience.

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