

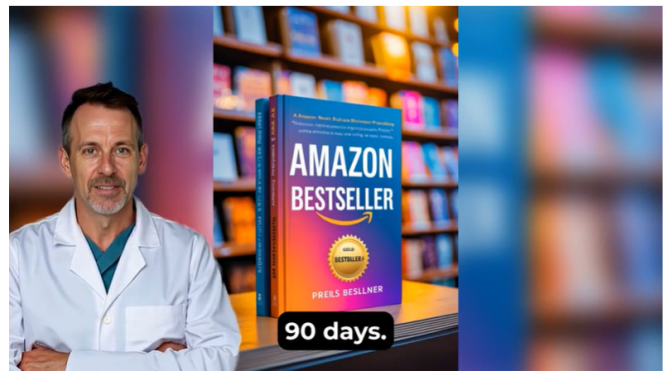
# Trelexa's Co-Author Initiative Offers 90-Day Bestseller Guarantee With Refund Terms

*Trelexa launches co-authored publishing program with structured timeline and performance-based refund policy for participants.*

IRVINE, CA, UNITED STATES, June 6, 2025 /EINPresswire.com/ -- [Trelexa](#), a professional visibility and authority-building company, has launched a new co-authorship initiative called Life IPO, offering participants a structured 90-day campaign designed to secure Amazon bestseller status. The program includes a money-back guarantee for individuals whose book does not reach the specified ranking within the defined time period, provided all participation requirements are met.

## Launch Your Expertise on the Marketplace of Ideas

Apply to be featured in our next bestselling author campaign. Only 27 spots available.



The [Life IPO program](#) offers professionals the opportunity to contribute a chapter to a curated nonfiction title, professionally edited and published under Trelexa's guidance. Each campaign includes editorial production, book formatting, launch coordination, and multi-channel visibility assets, including media outreach and podcast guest placements. The program is now open to applicants across multiple business and professional verticals.

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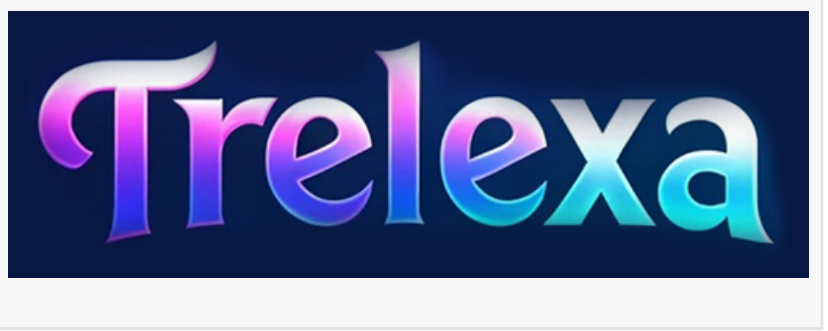
This program is designed around transparency and shared responsibility. Participants know what's expected, included, and the outcome. The guarantee reinforces that we stand behind the process.”

*Sam Sammane, CEO of Trelexa*

“This program is designed around transparency and shared responsibility,” said Sam Sammane, Founder and CEO of Trelexa. “Participants know what's expected, what's included, and what the outcome should be. The guarantee reinforces that we stand behind the process.”

Structured Campaign With Defined Outcome

Life IPO operates on a group publishing model, where selected co-authors contribute a chapter to a professionally produced book. The process begins with a recorded 60-minute interview, which is transcribed, edited, and refined into a 3,000-word chapter. Once the final version of the chapter is approved by both the participant and Trelexa's editorial team, the 90-day countdown begins.



During the 90-day campaign window, Trelexa manages all launch activities, including Amazon category optimization, timing of the book release, and strategic visibility efforts. If the book does not achieve a #1 ranking in at least one Amazon category within the 90-day period, Trelexa offers a full refund of the program fee. The company notes that the guarantee only applies to participants who follow the program guidelines and meet all deadlines related to chapter submission, onboarding, and feedback.

"The publishing space often avoids performance metrics," Sammane said. "We wanted to do the opposite—set clear targets, and take responsibility for meeting them."

#### Eligibility, Capacity, and Selection Process

Participation in Life IPO is limited to 27 co-authors per publishing cycle. This limitation allows Trelexa to manage campaign logistics effectively and minimize overlap in topical areas or Amazon categories. Each applicant begins with a one-on-one strategy call, where the team evaluates the individual's expertise, topic alignment, and available niche placements.

Co-authors retain full copyright to their submitted chapter and receive attribution as published contributors. Each published title includes all contributing authors, with options for front-cover billing depending on program tier.

#### Program Terms and Refund Policy

Trelexa outlines the following conditions for eligibility under the 90-day refund policy:

The 90-day window begins only after the participant's final, approved chapter has been submitted

Participants must attend onboarding sessions and respond promptly to editorial and campaign communications

The book must fail to reach the #1 position in any Amazon category during the 90-day window to qualify for a refund

Refunds, if applicable, are processed within 14 business days of determination

The company reserves the right to exclude participants from the guarantee if they do not meet

the outlined engagement criteria or fail to provide deliverables within the established timeline.

“This is a collaborative publishing campaign,” Sammane added. “Our team manages the heavy lifting, but success depends on timely coordination. The refund policy is based on that mutual understanding.”

### Publishing Assets and Deliverables

Life IPO participants receive a suite of deliverables designed to support both the publishing milestone and long-term brand visibility. These include:

- A professionally edited 3,000-word chapter based on an interview
- Full formatting, design, and production of the final book
- Branded print copies (quantity varies by program tier)
- A podcast guest slot with a minimum listener base of 70,000
- National press release distribution and guaranteed media coverage
- Social media graphics and lead funnel assets for repurposing

Trelexa does not require prior publishing experience. The program is designed to be accessible to professionals across industries, including business, coaching, technology, wellness, and education.

### Market Context and Structure

The rise of co-authorship and structured publishing campaigns has created a new avenue for professionals seeking to establish thought leadership without pursuing solo book projects. Trelexa’s Life IPO model is part of a growing trend toward time-bound, outcome-driven visibility programs, particularly among service providers and public-facing entrepreneurs.

“Publishing has evolved,” Sammane said. “There’s a clear demand for programs that offer not only production support but also accountability. This model offers both.”

### Onboarding and Next Steps

Interested applicants begin with a Life IPO strategy call to assess eligibility and availability. If accepted, participants are scheduled for onboarding and receive a full milestone calendar. Deliverables are completed in stages, with Trelexa providing regular status updates throughout the process.

The program operates on a rolling basis across multiple industry verticals, with new publishing windows opening quarterly.

### About Trelexa

Trelexa is a digital public relations company based in Irvine, California. The company provides structured authority-building solutions for professionals and entrepreneurs, including media outreach, podcast placement, publishing services, and influencer campaigns. Life IPO is part of Trelexa’s broader effort to support measurable brand growth through structured, media-

integrated programs.

Become a published author and learn more about it here: <https://leadership.trelexa.com/>

To book a discovery call, click here: <https://leadership.trelexa.com/booking>

Sam Sammane

Trelexa

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