

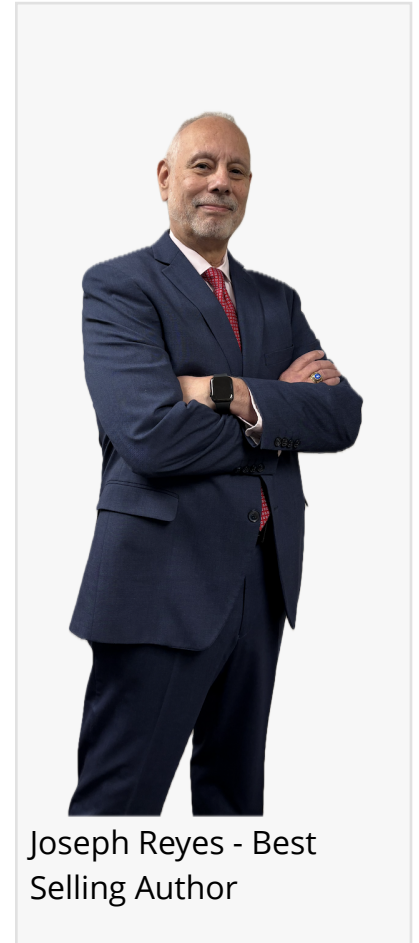
Joseph Reyes Achieves Amazon Best-Seller Status with 'Lead with Empathy' Book Co-Authored with Chris Voss

LANSDALE, PA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- SuccessBooks® proudly celebrates the outstanding achievement of "Lead with Empathy" co-authored by Joseph Reyes, alongside Chris Voss and distinguished professionals worldwide. Launched on June 4th, 2026, the book has achieved Amazon Best-Seller status, marking a significant milestone in its journey.

Central to the success of "Lead with Empathy" is Joseph Reyes' chapter, "Understanding the People Behind the Numbers." Joseph shares a powerful personal experience that reveals the importance of looking beyond numbers and recognizing the human stories behind them. Through a tense workplace interaction, he reflects on empathy, understanding, and the impact of taking a moment to truly see and support others during difficult times.

"Lead with Empathy" has achieved outstanding success on Amazon, earning Best Seller status across multiple business and leadership categories, including Communication & Skills, Marketing, Entrepreneurship, Marketing & Sales, and Direct Marketing.

The book also reached the coveted #1 New Release position in Direct Marketing and gained widespread recognition across Amazon's New Release lists, ranking among the top new releases in Entrepreneurship, Marketing, Communication Skills, Business Development & Entrepreneurship, Marketing & Sales, and Business & Money. These impressive rankings reflect the book's strong resonance with entrepreneurs, business professionals, and leaders seeking to elevate their impact through empathy-driven leadership.



Joseph Reyes - Best Selling Author

Meet Joseph Reyes:

Joseph Reyes, CPA, is the founder of Reyes Accounting, a Pennsylvania-based firm he launched in 2008. With decades of experience in finance, tax strategy, and advising business owners nationwide, Joe is known for his steady judgment, clear communication, and ability to simplify complex financial issues. He holds a Bachelor's degree from Pace University, a Master of Science in Finance from Drexel University, and a Master of Arts in Theology and Biblical Studies. He is also a Main Street Certified Tax Advisor, maintains a Series 65 license, and is licensed in life insurance, giving him a comprehensive perspective on financial planning and stewardship. Joe also appears regularly on Now Media On Demand TV, sharing practical tax insights with a national audience.

Born in New York City and shaped by his Spanish heritage, Joe carries forward values of discipline, duty, faith, and personal responsibility. In 2024, he adopted the carnivore diet and lost 40 pounds—an unexpected transformation that ended a 51-year battle with asthma and eliminated his need for daily medication. This experience deepened his belief in resilience, intentional change, and attentive listening—principles that inform both his personal life and his approach to serving others.

Outside his professional work, Joe stays active through Brazilian jiu-jitsu (blue belt), kettlebell training, basketball, and Kenpo Karate. An outdoorsman at heart, he has completed multiple survival courses, learning lessons in awareness, calm under pressure, and empathy. He also embraces creativity, beginning piano lessons in May 2024 and vocal training that fall. Joe is active in his church, a community that continually strengthens his faith, compassion, and commitment to service.

Joe lives in Pennsylvania with his wife, Carolyn, and their son, Nathaniel. Learn more at ReyesAccounting.com.

To order your copy of “Lead with Empathy” please visit [HERE](#).

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