

Arica Netterville Launches Powerful 3-Book Series on Business Growth, Leadership, and Real-World Entrepreneurship



Lakewood, Colorado Apr 16, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Stepping into business ownership is never easy but Arica Netterville is making that journey clearer, more honest, and more achievable through her newly released three-book series. With over 25 years of hands-on experience in the contractor and construction industry, Arica brings real-world knowledge, personal struggles, and proven strategies into a collection designed to guide aspiring entrepreneurs at every stage.

Her books, *Marketing & Sales Through Community Influence*, *What The Business Development*, and *Intersection*, are not just business guides they are lived experiences. Each book captures a different phase of growth, from building confidence to understanding business systems and stepping fully into ownership.

About the Author

Arica Netterville is an entrepreneur, business development professional, and advocate for growth through experience. Having built her career in a highly competitive and male-dominated industry, she understands what it takes to earn credibility, build trust, and create lasting success. Through her work, she shares not only strategies but perspective, resilience, and the mindset required to move forward when the path isn't clear.

Book 1: Marketing & Sales Through Community Influence

Kicking off the series, *Marketing & Sales Through Community Influence* introduces readers to the foundation of Arica's journey, originally released in March 2026. The book highlights how relationships, community, and consistency can shape long-term business success. It also reflects her early career experiences navigating challenges like learning difficulties while still rising into leadership roles. This book sets the tone for the series, showing that success doesn't start with perfection it starts with persistence.

Book 2: What The Business Development

Following that, *What The Business Development*, released later in March 2026, dives deeper into the realities of building a business. This is where experience meets action. Arica shares the behind-the-scenes truth of entrepreneurship the financial ups and downs, the risks, and the moments where uncertainty feels overwhelming. Instead of presenting a perfect blueprint, she focuses on what actually works: strong relationships, trust, and the ability to keep moving forward when things don't go as planned.

Book 3: Intersection: Crossing the Line from Employee to Business Owner

Completing the series, *Intersection*, released in April 2026, focuses on one of the most important turning points in any professional journey the decision to stop working for others and start building something of your own. This book is especially powerful for women navigating spaces where opportunities are limited and expectations are higher. Through honest storytelling and practical insight, Arica breaks down the mindset shift required to recognize your value, claim your space, and take that next step toward independence.

A Series Built on Real Experience

What makes this series stand out is its authenticity. These books are not based on theory they are built on decades of real experience, real challenges, and real growth. From overcoming personal obstacles to

navigating professional environments where nothing was handed easily, Arica Netterville delivers a message that is both relatable and actionable.

Whether you are at the beginning of your journey or standing at the edge of a major decision, this series offers clarity, confidence, and direction. It's not just about building a business it's about building yourself along the way.

Books Link: <https://www.amazon.com/stores/Arica-Netterville/author/B0GWLJKC8W>



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