

# Self-Publishing Superstars

Nurse educator Michele Kunz and her business partner/husband Joseph make their BookExpo/BookCon debut

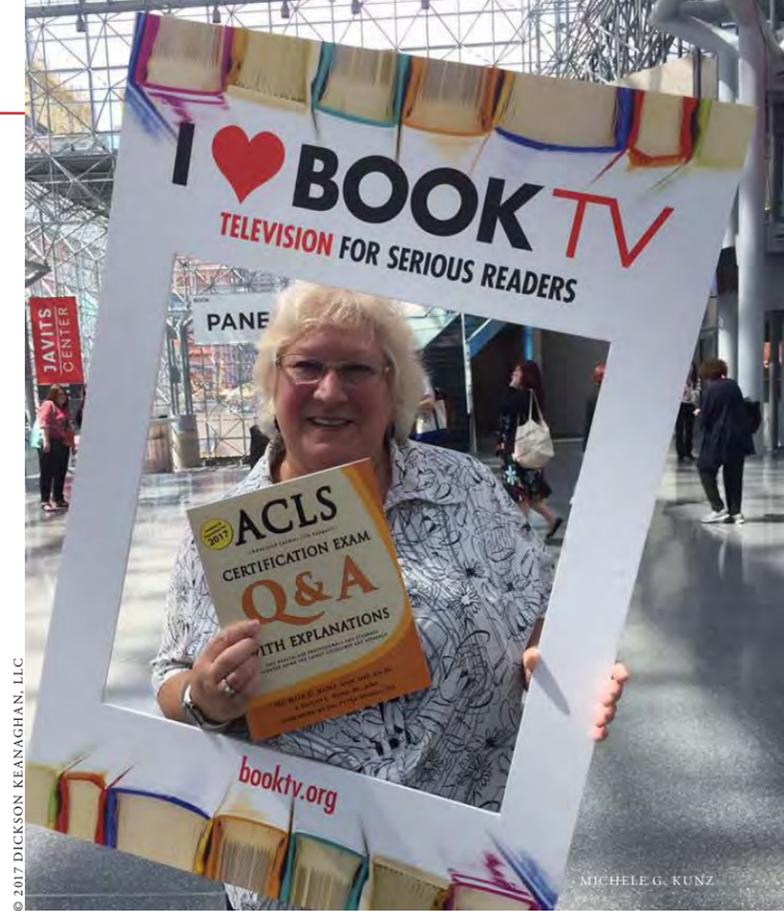
by Gertrude Money Penny

Despite quietly selling many thousands of copies of their publications each year, the Kunz's hadn't been to BookExpo/BookCon at New York City's Javitz Center before. But making the short trip from their Long Island home was like the start of something new. "We felt like we were experiencing a whole new world," Michele says, "which made us truly curious and excited about this new experience."

With so many authors and publishers with booths and tables, the show can seem overwhelming and intimidating at first. "But," Joe says, "once we met up with the familiar and friendly faces at the IBPA (Independent Book Publishers Assn.) booth, and saw our book on display, we felt like we fit in right away."

The Kunz's initial success as self-publishers came from their *Zombie Notes Study Charts*. They started creating these in 1984, when they first started teaching, for the medical professionals and students in their classes. "In the early days we were creating, using, and distributing our own study materials before any existed in the marketplace," Joe recalls.

"They were an immediate success," Michele states with pride. "As our students spread across the country, so did the *Zombie Notes*. The demand for them came faster and stronger each year. Not just local medical profession-

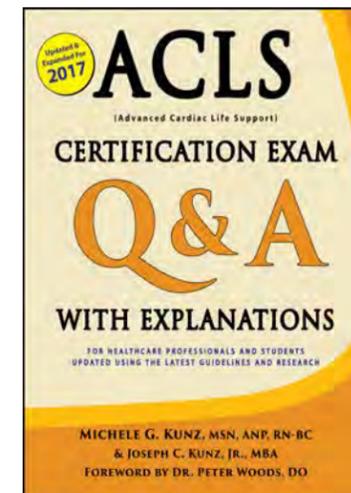


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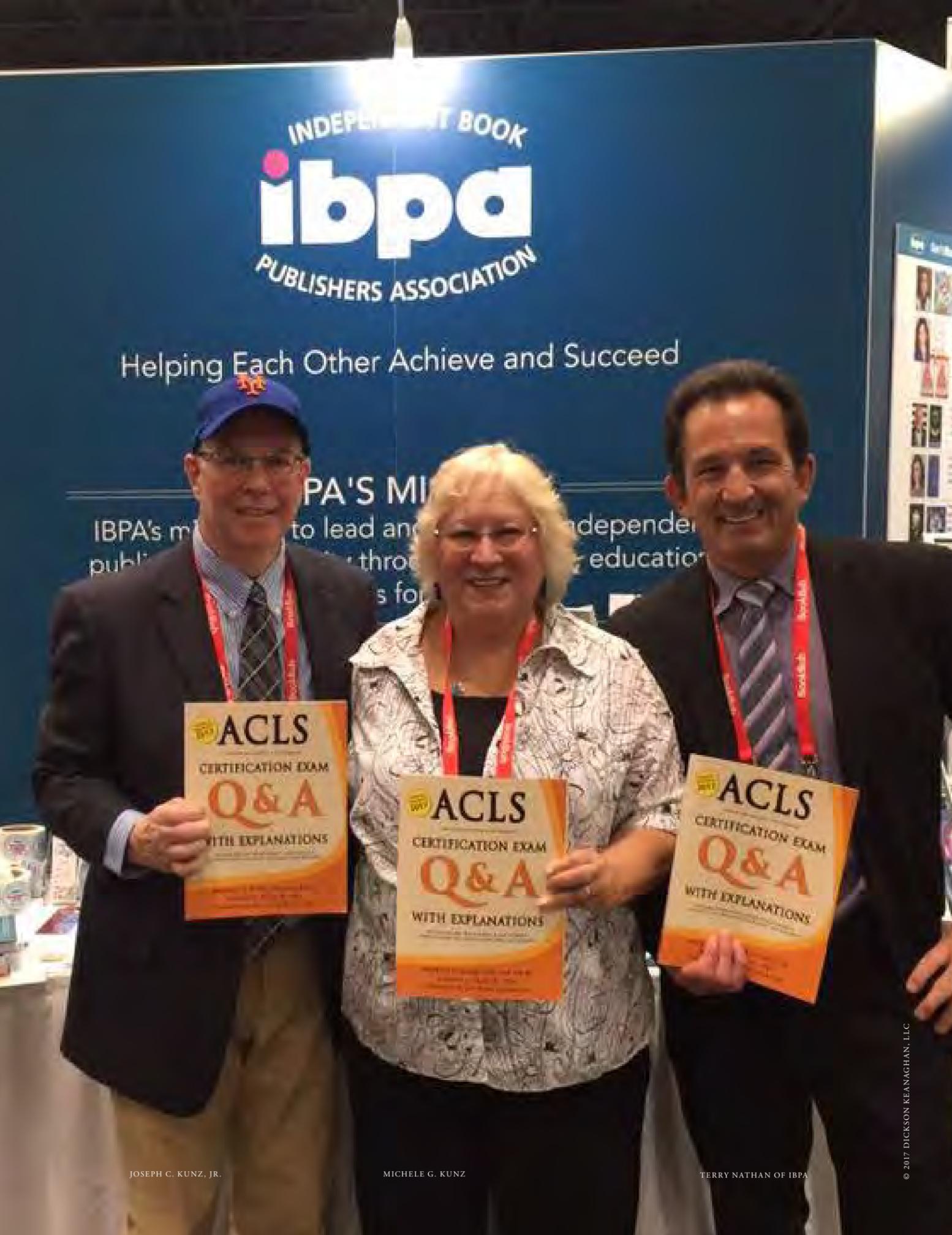
als and students that were taking our classes were buying them. Hospital departments, medical and nursing school students, and military medical personnel from all over the country also began buying them."

Their *ACLS Certification Exam Q&A With Explanations* test-prep guide, now in its second edition, has received hundreds of positive reviews from students and readers from all over the world. "It is such a pleasure to get feedback and questions from so many people," declares Michele. "Our readers are so helpful and quick to give us praise and encouragement." The Kunz's have also created *Zombie Notes Study Charts* and *YouTube* videos that both cover every subject covered in the book.

"A big part of the enjoyment from the self-publishing," Joe says, "is that it allows us to reach out and help people all over the world." "Our first true calling is in the classroom" Michele declares, "teaching face-to-face. But it's such a joy to help those not in our classroom learn this subject matter knowing that they will be using the info to help patients every day." BWA



Gertrude Money Penny is a founding member, and the CEO, of Book World America, and the author of several best-selling fiction and non-fiction books.



JOSEPH C. KUNZ, JR.

MICHELE G. KUNZ

TERRY NATHAN OF IBPA

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# 21ST CENTURY modern family

## Entrepreneurs that gracefully merge marriage, family, and business

By Dr. Roberta Bond-Johnson

**W**hen Joe and Michele met in 1984, Michele was working full-time in the Intensive Care Unit at a New York City hospital, and teaching a few medical classes on the side. Joe had just left Wall Street to start his first start-up company. He also began assisting Michele with the classes. By 1985 they realized that they enjoyed teaching together and decided to take their little part-time training business to the next level. So, the two of them took a part-time weekend job at a nursing service in Brooklyn, NY, where they taught certification classes to nurses and physicians. Michele taught the classes, and Joe learned all about managing the business, the classes, the students, the classroom, the other instructors, and the equipment.

### The Business Takes Shape

Eventually the Kunz's started to teach more classes on their own. And they very quickly built a dedicated following of nurses and physicians throughout New York City and Long Island. They then started to grow the company much faster and began training and certifying the medical staff at medical offices and then entire hospitals. Now their family business is



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training the medical staff and students at over 600 hospitals, medical offices, surgi-centers, universities, and military bases.

### The Business Expands

The study materials that the Kunz's developed for their students turned out to be very popular. As word spread about them, universities and hospitals throughout the US began asking for them for their students and staff. So the Kunz's set up a publishing division to handle the demand. Some are best sellers on Amazon. And also very popular with military medical personnel all over the world.

### Teamwork Makes It Work

The Kunz's business would not be as successful as it is without the both of them working together. Right from the beginning Michele utilized her teaching and people skills, and Joe brought all his business experience and entrepreneurial fortitude into the

operation. They both understand that a relationship is a never-ending learning process. And if you want to work with you spouse as your business partner, and create a successful business together, put your ego aside, and consider the other spouse's needs first.

### It's A Learning Experience

The Kunz's view their business as a wonderful learning experience and journey. Despite the long days and hard work, they never want their journey to end. Each are looking forward to seeing how far they can take it. The more healthcare professionals and students that the Kunz's help do their job better, the more successful they both feel. **AFB**

*Dr. Roberta Bond-Johnson is a business and psychology professor with an MBA, a PhD in psychology, and the author of several books. Her practice advises family businesses.*

by MARY JANE TIFFANY

MEDICAL EDUCATORS WITH

# Heart

(and business brains)



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Michele and Joe Kunz have created a business based on their love of teaching, helping others be successful, and for being together. Michele proudly says “teaching and sharing information is our life’s mission.”

Together they have been on the front-line of teaching and certifying healthcare professionals and students since 1984. They saw that there was a great need for educators that loved their subject matter, and that would treat their students with the respect they deserved. They have since built their medical training company into one of New York City’s and Long Island’s most popular American Heart Association certification companies. They train and certify the medical staff at over 600 hospitals, surgi-centers, medical offices, and universities.

Michele has been in nursing education for over 30 years. She is also the Director of Nursing Education at Mercy Medical Center on Long Island. Joe has been a business innovator and entrepreneur for over 30 years. He has been building and managing their business and finding and creating new and better ways to reach out and help more healthcare professionals be successful.

Over the years their classroom study materials developed a large national following. “In the early days we were creating, using, and distributing our own study materials before any existed in the marketplace,” Joe recalls. “Health-care professionals and students were desperate for easy-to-use study materials. So we created them.” In 2003 they finally decided to branch into publishing with their *Zombie Notes*® study charts and books. They have been national best-sellers for the last several years.

The Kunzs have built their careers on providing fun, practical, timely, and informative classes, study materials, and videos that assist healthcare professionals and students in making our world a better place to live. Clearly, the art of educating is their passion, and it is one that Michele and Joe Kunz cherish. ■

[TheNurseEducator.com](http://TheNurseEducator.com)  
[MicheleKunz.com](http://MicheleKunz.com)

*Mary Jane Tiffany is a business professor at a major university in Texas and the author of several entrepreneurship books. She writes extensively on entrepreneurial couples.*