

CASE STUDY

SPOTLIGHT ON A NEW VISION FOR BUSINESS SUCCESS

Challenge

Sherry Stewart Deutschmann came to Greenleaf with an incredible life story and a deep passion for advocating for entrepreneurs and sharing the leadership wisdom that she acquired in the years she spent running the successful business she started from her own basement.

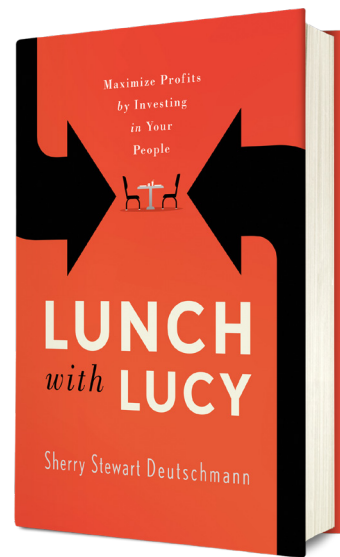
Sherry founded and served as CEO of LetterLogic, Inc., which she grew to \$40 million and earned recognition on the Inc. 5000 list for ten consecutive years. After selling the business in 2016, she founded BrainTrust, a company dedicated to helping women entrepreneurs grow their businesses to \$1 million in annual revenue and beyond.

She has been featured in *The New York Times*, *Forbes Magazine*, *Business Leaders*, *Inc. Magazine*, *Fast Company*, and other major business publications for her unconventional work culture and success. Sherry was also honored by President Barack Obama as a White House Champion of Change in 2016.

In *Lunch with Lucy: Maximize Profits by Investing in Your People*, Sherry wanted to focus on helping her fellow entrepreneurs and business leaders see the virtues and tangible value in putting the needs of their employees first before the needs of their customers or shareholders. However, she did not own a platform where she could properly share that message, so she approached the Greenleaf team to help her reap the rewards for all the incredible work she has done and claim the credit she'd rightfully earned.

Brand Potential

With an eye toward driving book sales and securing speaking engagements, Sherry started by working with a Greenleaf brand strategist to understand the ideal audience for the book, and learn how she could stand out from other authors and experts who serve that audience. After creating a powerful, unique positioning statement for Sherry with a Foundational Brand Strategy, her brand strategist developed an engagement plan to help inform where she should build a presence online to interact with her target audience.



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Sherry initially had plans to work with a web developer to create a website, but when that fell through, the Greenleaf team was ready, willing, and able to step in and create a new online home base for Sherry and *Lunch with Lucy*.

With her hectic schedule and relative inexperience as a content creator, Sherry trusted Greenleaf to help her build a successful content ecosystem to stay active and relevant online. She received a set of blog outlines to make posting new material to her website regularly less arduous, and the Greenleaf team augmented her own personal activity on Facebook and Twitter, integrating seamlessly with another agency partner who ran her Instagram, at her request.

Lastly, the Greenleaf team created a branded press kit to highlight Sherry as an effective speaker, giving her a key tool to help generate interest and make clear the value that companies, organizations, and conferences could glean from bringing her in to speak to their audiences.



As a speaker, author, mentor, and investor, Sherry Stewart Deutschmann is a champion for truly valuing people in business so every business leader recognizes that investing in the humanity of the individual adds value to the organization”



Successes

When *Lunch with Lucy* officially hit bookstore shelves, Sherry was ready to capitalize on her investment in building a personal platform and robust consumer marketing and publicity campaigns. Unfortunately, the March 10, 2020 publication date coincided with the seismic interruption of day-to-day life caused by the COVID-19 pandemic, and the months following were dominated by social unrest from a number of incidents in the summer.

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Despite the obvious challenge of capturing attention amid historic news cycles, Greenleaf's team helped Sherry to navigate the especially challenging public sphere. At times she leveraged her experience as an entrepreneur to weigh in on the impact of the pandemic to workplaces around the country, and at others she consciously remained silent to do her small part to allow the world to hear the voices that may otherwise have been marginalized or drowned out.

Branding Wins:

Through it all, Sherry's platform building and book launch campaign with Greenleaf at her side delivered strong results. Sherry has built a solid social media community that continues to respond to her book promos, blog posts, and personal posts with enthusiasm.

Since Greenleaf began social media support, impressions and engagement have risen from little to no activity in late 2019 to an average of 22,640 impressions per month on Twitter and an average of 18,327 impressions per month on Facebook.

Marketing Wins:

With the support of early reviewers and her active and growing platform, *Lunch with Lucy* caught the eye of BookBub editors and was selected for a feature promotion to their 600,000+ business subscribers. This feature sold nearly 500 Kindle ebooks in 24 hours and secured the book's place as an Amazon bestseller in Women & Business and Business Teams; rankings that the book maintains to this day.

- BookBub Featured Deal: 452 Kindle sales on 8/5
- Consistent Amazon Bestseller in "Women & Business" and "Business Teams"
- 20 Amazon reviews (19 five-stars, 1 four-star)
- 4.74 stars on Goodreads with 46 ratings and 22 reviews

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