

CASE STUDY

AN AWARD-WINNING BOOK WORTHY OF THE HIGHEST AMBITIONS

Challenge

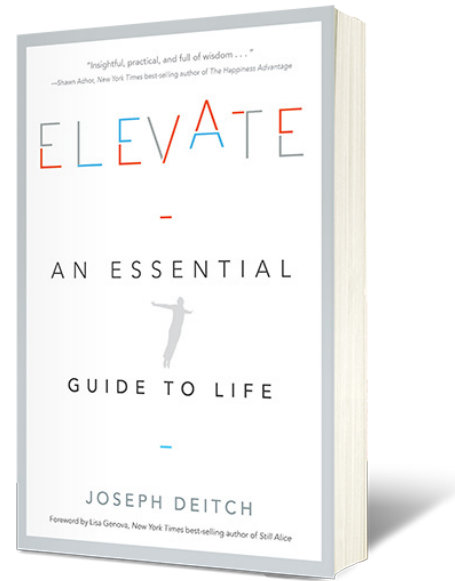
For over a decade, “the book” was never far from Joseph Deitch’s mind. Whether he was busy overseeing Commonwealth Financial Network (the financial services company he founded), exploring a new property deal for Southworth Development, or simply catching up with his son on the phone, Joe could scarcely get through a single conversation without being reminded of one of the many lessons he’d learned on his life’s journey. Some were firsthand experiences, and some came from his study of Eastern and Western philosophy. The universal nature and applicability of the wealth of information he’d collected over the years were compelling him to share what he’d learned with the world. After all, what could one person potentially achieve with this knowledge? What would happen if even one tenth of the world’s population put that knowledge into action? How much better off would we all be, collectively and individually?

And so he wrote. And edited. And shared his manuscript and improved it. And reorganized and re-wrote, until Joe finally knew—in his heart and his mind—that his work was ready for the world.

Then came a new challenge: How exactly could Joe make the transition from being known as one of the most influential voices in the financial services industry (he was featured in *Investment Advisor* magazine in 2010) to establishing a new identity as a fresh voice in the self-help space? Just as he advises his readers to do, Joe pursued success step by step and sought coaching from an expert source. In the end, Joe found the perfect coach and publishing partner in Greenleaf Book Group.

Discovering Brand Potential

Joe Deitch defies simple explanations with his broad range of impressive accomplishments in the financial services and real estate development industries. He’s even won a Tony Award for producing a Broadway musical. As a newly published author, however, Joe understood the importance of planting a stake in the ground in order to focus on the enlightening and empowering message of his book,



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Elevate: An Essential Guide to Life. To help him navigate that journey, Joe worked with his Greenleaf brand strategist for over two years and tapped into the full breadth and strength of Greenleaf's services.

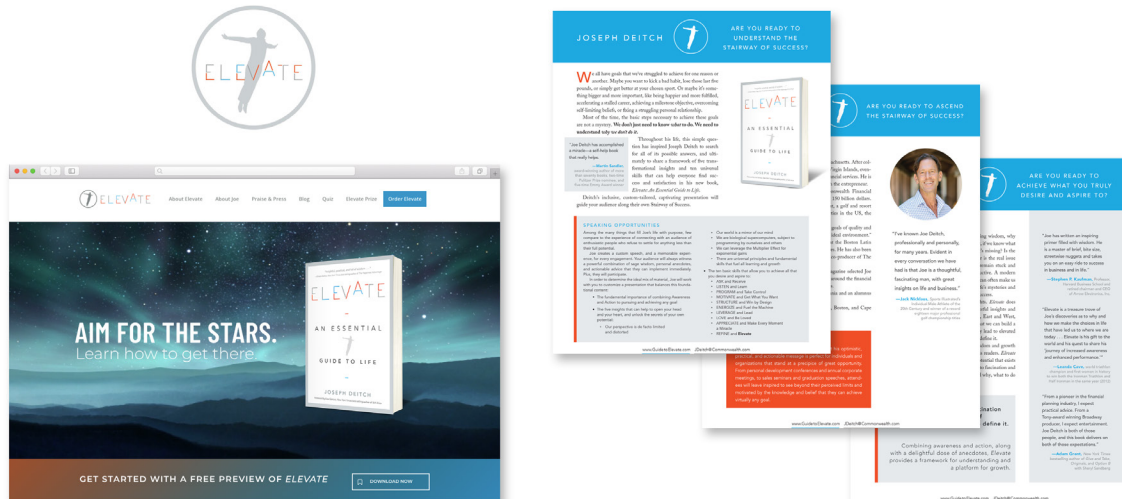
The first order of business was to establish a successful strategy for his author brand, both internally (to determine ideal book buyers and how he and his message fit into their lives) and externally (to craft a plan to engage with that audience online). His team then put those strategies



into action by creating essential assets ahead of *Elevate's* March 2018 publication date: Greenleaf built Joe a new website—GuidetoElevate.com—to serve as his online home base, set up his email list and newsletter program, and provided him with outlines for a number of blog posts to keep the site lively and active. Joe's brand strategist carried the visual identity of the site over to his social media profiles and created custom, branded artwork to highlight his wisdom on social media. The Greenleaf team also designed and implemented an aggressive outreach plan that helped Joe garner powerful endorsements

and deliver hundreds of copies of *Elevate* to eager readers in a branded package. He even had Greenleaf's support in running his social media accounts for six months, ensuring that anyone looking to learn more about him saw how committed he was to helping them grow and improve in their lives.

All told, Joe leveraged the full range of Greenleaf's platform growth initiatives, spanning strategy, execution, outreach, and ongoing support.



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Successes

Elevate has experienced remarkable success within its first year in the marketplace. Beyond the strong sales performance out of the gate, Joe's work achieved an impressive list of accolades:

- Named a Top-5 Amazon bestseller in the Happiness, Personal Transformation, and Motivational categories
- Featured by Books on the Move in Boston, Los Angeles, Chicago, Denver, and Boise
- Selected for features with BookBub (selling over 2,000 Kindle ebooks in 24 hours) and Amazon's Kindle Daily Deal (with 400 ebooks sold)
- Awarded Gold medals by the 2018 Living Now Awards and Readers' Favorite Awards
- Named a finalist in the Self-Help category of the 2018 Best Book Awards sponsored by American Book Fest



As further testament to Joe's and Greenleaf's commitment to the success of his book, the Digital Book Awards named *Elevate* a finalist for Best Marketing Campaign of 2018, placing it alongside some of the year's biggest books: Michael Wolff's *Fire and Fury* and Bill Clinton and James Patterson's *The President is Missing*.

Beyond the book's impressive performance, Joe has successfully established a powerful platform as a self-help expert, with an email list that continues to grow and a dedicated following on Facebook, Twitter, Instagram, and LinkedIn. He has spoken to hundreds of people at conferences about his insights and skills that will inspire and guide their continuous growth. Joe will be further proving his dedication to the betterment of the world by launching an ambitious global award—the Elevate Prize—which will begin accepting nominations in 2019.

Joseph Deitch is the founder and chairman of Commonwealth Financial Network, which has assets under management of over 170 billion dollars. He is also chairman of Southworth Development, a golf and resort real estate company with award-winning properties in the US, the Bahamas, and Scotland. *Elevate* is his first book.

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of the fastest-growing companies in the United States by *Inc.* Magazine, Greenleaf has represented more than 3,800 titles, including over 55 *New York Times*, *Wall Street Journal*, and *USA Today* bestsellers. You can learn more about Greenleaf at www.greenleafbookgroup.com.