

CASE STUDY

INTRODUCING FAMILIES TO THE WORLD OF FASTBRAIIN

Challenge

Jim Poole, MD, FAAP came to Greenleaf with decades of experience building the self-esteem of children with ADHD and restoring hope in concerned parents. Parenting is already hard and having a child with ADHD can bring unexpected challenges to a family. Dr. Poole wanted to give parents of these gifted but misunderstood children a hope-filled perspective on ADHD, as well as share practical knowledge to help them give their child a life of happiness and success.

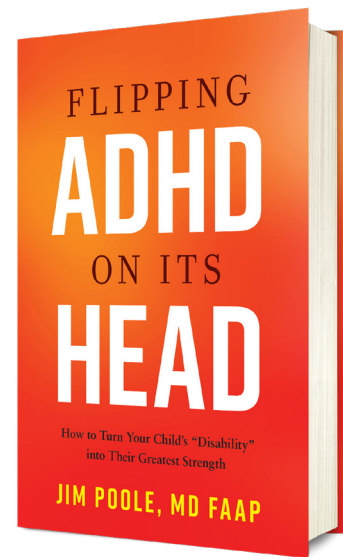
Through a late-night epiphany, Dr. Poole established the name FastBraiin to redefine identity and empower children with ADHD with a positive moniker to use instead of a diagnosis. As a FastBraiin himself, Dr. Poole accidentally wrote brain with two “i”s rushing to submit the trademark for the brand. He decided to keep the unintentional error as an inside meaning for what it’s like having FastBraiin. FastBraiin started as a brand expansion tool for Dr. Poole’s clinics before blossoming into the genesis of his debut book.

The current book market created a unique opportunity to position Dr. Poole’s book *Flipping ADHD on Its Head: How to Turn Your Child’s Disability into Their Greatest Strength* as the go-to source for parenting children who have FastBraiiins. Many related market titles talked about breaking the social stigma associated with ADHD or learning to live with the ways in which ADHD manifests itself. Dr. Poole’s book went further to discuss a positive and comprehensive way to help a child rebuild their self-esteem and harness the skills of their FastBraiin. The book is an accessible, relatable, and practical tool that parents can digest easily.

Dr. Poole worked with Greenleaf to help him to reassess and focus his expert brand, market his book and make it retail-ready, and create earned digital media. This suite of initiatives worked together to create a comprehensive and integrated campaign with the added benefit of taking the burden off of Dr. Poole to coordinate with multiple teams.

Brand & Media Potential

Dr. Poole clearly understood the importance of delivering a consistent message around his first book, and he started out with a straightforward package of foundational strategy initiatives. Greenleaf’s brand strategist started with a Brand Strategy to identify the unique position Dr. Poole and his book should occupy in the landscape, create a vivid portrait of his ideal book buyers, and craft a powerful

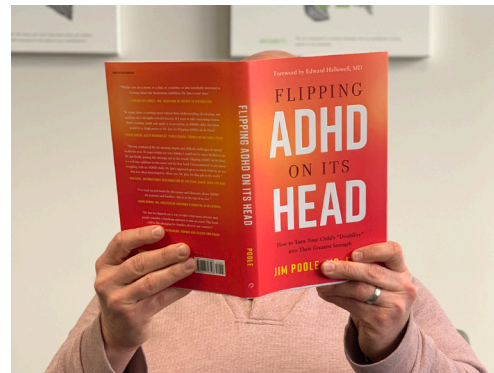


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messaging statement to bring to life what he offered to the world. Next, they built a Custom Platform Growth Strategy with specific recommendations for how to reignite the lapsed online presence that had been built up years earlier.

The Growth Strategy helped Dr. Poole refocus his website to highlight the new book as the centerpiece of his philosophy and tap into its potential to serve as the engine for new blog posts and social media content. It also made specific recommendations to optimize the site's content for discoverability via search engine optimization, grow his email list with an incentive offer, learn about new podcasts to approach about making a guest appearance, and find events to target for his speaking.



With a plan for success that he believed in, Dr. Poole worked further with his brand strategist at Greenleaf to help him bring the vision to fruition, adding executional elements to ensure that the FastBraiin platform was active and engaging with his audience throughout the critical book launch period. Greenleaf produced six months' worth of original blog content based on *Flipping ADHD on Its Head* and managed the posting and promotion of that material on Dr. Poole's website and social media accounts.

With all cylinders firing in the months during the book launch period, the FastBraiin website saw record-high traffic alongside marked growth in audience size and engagement metrics on the FastBraiin Facebook and Twitter accounts.

The extra effort paid off with a swell of interest in FastBraiin and *Flipping ADHD on Its Head* around launch, and a stronger platform from which Dr. Poole and his team continue to use as they grow their client base and launch new products and services.

Marketing Potential

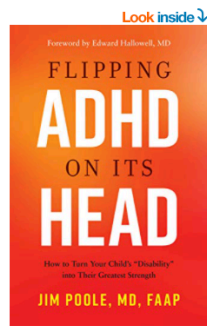
Dr. Poole's book marketing campaign focused on making the book retail-ready online, generating consumer reviews on Amazon and Goodreads by running a series of Goodreads giveaways, and making the digital book available to book reviewers, educators, journalists, and librarians on NetGalley.

Targeted advertising on Amazon drove clicks to the book page, which helped the book achieve and maintain Amazon Bestseller status in multiple categories, including Children's Learning Disorders, Parenting Hyperactive Children, Disability Parenting, and Parenting, which triggered organic Amazon promotion and significantly increased the visibility of the book to new readers.

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These Amazon targeted ads, combined with early positive feedback from reviewers, helped the book to quickly achieve retail success.



Flipping ADHD on Its Head: How to Turn Your Child's "Disability" into Their Greatest Strength Kindle Edition

by Jim Poole MD FAAP (Author) | Format: Kindle Edition

★★★★☆ 58 ratings

> See all formats and editions

Kindle
\$9.99

Read with Our Free App

Hardcover
\$17.94

13 Used from \$14.99

25 New from \$16.72

In Flipping ADHD on Its Head, Dr. Jim Poole introduces and explores a holistic, integrated, and empowering approach to identifying and promoting the strengths of ADHD children. Rather than framing ADHD as a disability, Dr. Jim challenges the current stigma and encourages readers to see it as a gift, even if it comes with a set of real challenges. Rather than "fixing" ADHD, Dr. Jim will lead readers on a highly practical journey to leverage the unique strengths of ADHD through effective parenting strategies.

< Read more

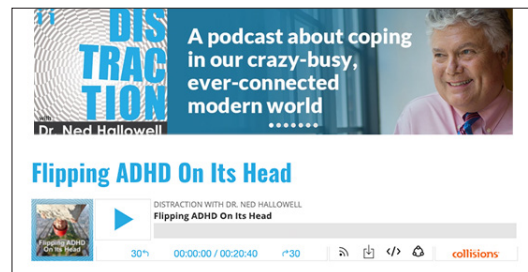
Digital Media Marketing Potential

Greenleaf's complete digital media marketing campaign focused on podcast interviews, influencer outreach, press release distribution, and author press kit creation. The overarching goal of the campaign helped to build an archive of third-party content with discoverable and shareable links to build awareness and brand visibility for Dr. Poole online.

Greenleaf researched and identified niche podcasts and influencer audiences relevant to Dr. Poole's content. Dr. Poole's digital media strategist crafted a customized pitch for each of these podcasts, conducted outreach, and followed up as necessary to secure interviews and strategize social media promotion for additional exposure.

Dr. Poole was featured on a variety of notable podcasts in multiple genres, including:

- Distraction with Dr. Ned Hallowell
- Minding Wellness Podcast
- American Tennis w/Chuck Kriese
- Functionised
- Roscoe's Wetsuit
- Autism in Action Podcast



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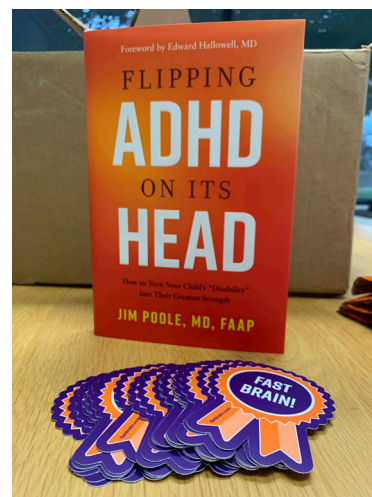
Similarly, Dr. Poole's digital media strategist researched 50 key influencers, including ADHD coaches and healthcare professionals, and sent them a customized mailing to showcase the book and brand and present bulk sales opportunities.

Greenleaf worked with Dr. Poole to write and distribute a series of press releases to increase Dr. Poole's book awareness and exposure around his book and clinic programs. This resulted in earned media placement including Autism Parenting Magazine and a blogger book roundup highlighting "Six of the Best ADHD Books for Parents."

Lastly, Greenleaf provided Dr. Poole with an evergreen author press kit to use at events, speaking, and media engagements, and as an online downloadable document for others to learn more about Dr. Poole and his book. Earned media placements, such as thought leadership articles, helps boost Dr. Poole's expertise and allows media and event organizers to see and contact Dr. Poole as a source for events or speaking engagements.

Campaign Success

For a first-time author running a busy clinic, the results of Dr. Poole's comprehensive branding, marketing, and digital media marketing campaigns, all coordinated by Greenleaf branding, digital media, and marketing strategists, were nothing short of incredible. Incorporating branding, marketing, and digital media marketing created an overarching impact of discoverability and third-party support to build Dr. Poole's brand and further positioned him as the go-to expert in his field.



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.