

CASE STUDY

HOW REALIZING HER OWN DREAM TO BECOME AN AUTHOR HELPED KAT KRONENBERG INSPIRE CHILDREN TO *DREAM BIG*

Challenge

Kat Kronenberg was at a symphony in 2006 when the realization hit her: Write a book about the power of a smile that encourages people to live their best life filled with connection and kindness. For ten years, her unfinished book *Dream Big* had taken a backseat to life, but Kat was ready to rediscover her motivation, find the perfect ending to her story, and search for a publisher that could help her achieve her lofty aspirations.

Kat knew the challenges of succeeding in a children's book market dominated by classic tales, but that only boosted her determination to share her positive message and connect with children and their caregivers. After researching her publishing options, Kat knew that with the help of Greenleaf Book Group's collaborative process and comprehensive branding strategy, her dream would come to life, both on and off the page.



“For control and collaboration, Greenleaf is by far the best publishing house there is.”

Discovering Brand Potential

Kat partnered with Greenleaf to publish *Dream Big* in January 2017. Inspired by Kat's commitment and eagerness to begin her publishing journey, Kat's dedicated brand strategist helped her understand the hyper-competitive children's book market, the best way to position herself within the market to connect with her target audience, and the opportunities available for Kat to differentiate her brand and really stand out among the competition.

Since Kat had no existing online presence or following, Greenleaf's branding team had the opportunity to create her author persona from scratch. Kat's brand strategist researched other successful children's authors and campaigns and completed a comprehensive brand strategy that would serve as the foundation to positioning Kat as an up-and-coming resource for parents and educators.

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Greenleaf also recommended a social media strategy to connect Kat with audiences through an interactive platform and website comprised of fun crafts and learning activities. These resources complemented her message and mission, provided another content entry point to her brand, and gave her target audience a reason to return to her website again and again.

“Greenleaf was instrumental in helping my vision come to life. I was able to work directly with the artist and art director and have a say in the creative process.”

To complete Kat's brand development, a speaker press kit was created to convey Kat's engaging speaking style and the value she brings to audiences everywhere. The information provided in the speaker press kit continues to help Kat secure school and library visits and drive direct book sales.

From Strategy to Success

Kat's persistence and dedication to her dream has paid off. The book has exceeded sales expectations, and Kat inspires children both through her writing and her lively and interactive school and library visits. *Dream Big* has also allowed Kat to further contribute to her community by donating a portion of the book's proceeds to DonorsChoose.org, We Day, and other impactful organizations.

Thanks to all the hard work Kat put in with her brand strategist, *Dream Big* is an Amazon Best Seller with a shining 4.7 star customer rating, Kat's social media following has reached thousands, and a Spanish translation of *Dream Big* is in the works to reach even more children.

Kat is currently working on the next book in the *Dream Big* Series, titled *Love Big*, and continues to inspire and teach children that they can achieve their dreams when they put their minds to it.

“The best part is seeing the kids connect with the message of the book. ‘I really can do anything! I really can live my dream!’ Some kids have never heard that. I've had kids cry on my shoulder. I've seen kids tie their shoelaces for the first time because they were so inspired.”

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Kat Kronenberg is a born-and-raised Texan with a Big Dream—that Two-Leggers, people, all around the world catch CATCH-M too, watch their wildest dreams come true, and live out the motto: “Believe YOU CAN! Smile. Be you and jump for joy as you do!”

Kat lives in Austin with her husband and is the proud parent of two amazing boys, two beautiful adopted nieces, two extraordinary grandchildren, and three four-legged friends.

Greenleaf Book Group is a publisher and distributor best known for its innovative business model, distribution power, and award-winning designs. Named one of Inc. magazine’s 500 fastest growing companies in the United States, they have represented more than 1,000 titles, including over 30 that hit the New York Times, Wall Street Journal, and USA Today bestseller lists.