

McKeown Case Study

FROM GREAT IDEA TO NATIONAL BESTSELLER

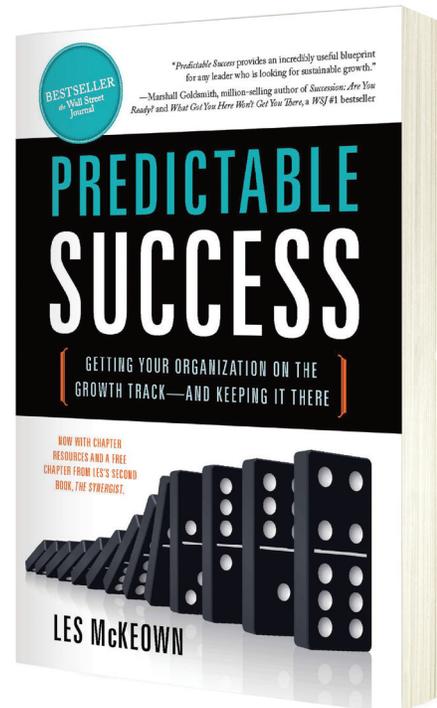
After 15 years of teaching his strategies for achieving predictable success, consultant Les McKeown knew it was time to commit his system to paper, not because he wanted fame, but “so that people other than my clients could benefit from the tools I had developed.”

Says McKeown, “After a few false starts and a bit of a kick in the pants from my terrifyingly brilliant wife, I finally sat down and wrote it.” As he wrote his book, McKeown examined his publishing options, looking at everything from traditional publishing to self-publishing and digital-only formats. After “nine months of examining all the options in great detail,” McKeown finally settled on Greenleaf Book Group.

When asked why he chose Greenleaf, McKeown named two primary reasons:

1. “Their business model matched my needs perfectly. I wanted to maintain control over my own copyright and have a big hand in the marketing of the book—neither of which I knew I could get through traditional publishing.”
2. “I really liked the way they conducted themselves when I was making initial inquiries. Everyone was very transparent, open, responsive, and respectful—again, not something I had experienced with traditional publishers.”

McKeown signed on with Greenleaf in 2009 and work on his book began immediately. When asked what his experience was like working with Greenleaf, McKeown responds, “Absolutely first class, from start to finish. They did everything they said they would do—and often more—on time and on budget, 100 percent of the time. The finished product was sensational and I loved working with the people. I would say it was my best professional experience in thirty-five years.”



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The book hit the market with a splash, quickly earning McKeown national notoriety as a business thought leader. “I was fortunate to have *Predictable Success* make the *Wall Street Journal*, *USA Today*, and Amazon bestseller lists, and the impact

on my professional profile has been huge.” McKeown consistently receives invitations to speak and consult based on people’s positive reactions to his book, a real plus considering he wrote *Predictable Success* to help people beyond his existing client list.

When asked what advice he would give to another professional considering publishing a book, McKeown says to remember that “publication day is a starting line, not a finish line, and be very clear up front about what you want to have happen with your book after publication—that’s what counts if you want to see a return on your investment.”

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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 four that hit the *New York Times*, *Wall Street Journal*, and *USA Today* bestseller lists.