

CASE STUDY

INVESTING IN THOUGHT LEADERSHIP PAYS OFF FOR AUTHOR AND COMPANY

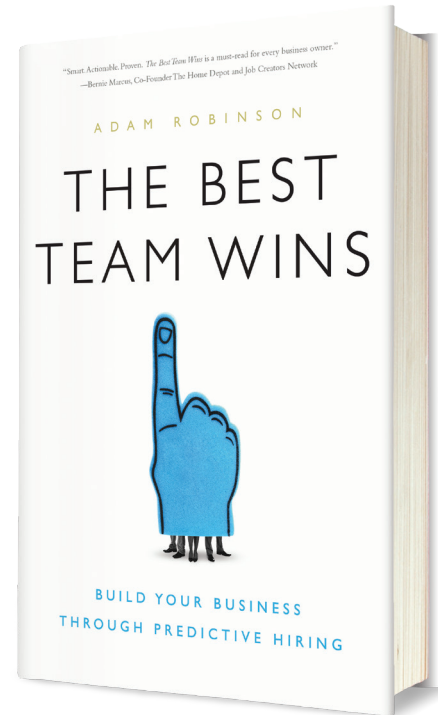
Challenge

Adam Robinson came to Greenleaf Book Group with a clear understanding of the powerful impact that a book could have on his personal brand and on driving business for his company, Hireology. Adam knew that if he leveraged this new asset properly, his book would further enhance his sterling reputation in the industry and supercharge his speaking opportunities, which represent a key pipeline for new Hireology clients. The book was a significant investment, and Adam did not want to risk making any beginners' missteps for lack of knowledge. So he did what he recommends to business owners around the country: He meticulously assembled a strong team—including a Greenleaf Book Group brand strategist—to help him maximize the impact of his debut book, *The Best Team Wins: Build Your Business Through Predictive Hiring*.

Discovering Brand Potential

Like most Greenleaf authors, Adam brought an abundance of knowledge of his field to his platform as a writer. He knew about many of the existing big-name books in the marketplace, but he hadn't fully considered where his book would fit in or how to effectively carve out his own niche.

While his manuscript moved through the editorial and production processes, Adam worked simultaneously with a Greenleaf brand strategist to develop an intentional approach to positioning himself as a thought leader. This brand strategy provided a deeper view of the competitive landscape, his ideal target readers, and how he should communicate the value he offers to them.



The book has influenced substantial deals for Hireology. We will pay for the book in the first year.”

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Adam also engaged the Greenleaf Book Group team to produce a social media and content strategy to build a thoughtful and efficient approach to boosting his reputation and audience online.

With this strategic foundation in place, Adam took action to bring it to life. His social media and content strategy set a broad agenda to create a following for the material in *The Best Team Wins*, and it offered specific tactics to help him use that content to engage with his prospects. Beyond the standard social media platforms, Greenleaf highlighted the opportunity to expand Adam's audience through podcasting.

“We invested in the Social Media Strategy service, executed it to the letter, and it's worked. We've grown our Twitter following by over 35 percent, and it's organic . . . real people engaging.”

From Strategy to Success

The positioning and tactics his Greenleaf brand strategist identified have made *The Best Team Wins* and Adam's thought-leadership platform a success, leading to new clients for Hireology and expanding his reach as an expert.

With over thirty weekly episodes available through all major distribution platforms, *The Best Team Wins* Podcast is just getting started sharing a variety of entrepreneurs' perspectives on the people side of business. This podcast series ensures that fans have new reasons to come back to Adam's website on a regular basis, and it gives him plenty of material to use to maintain his active social media presence.

According to Adam, “Hireology had been viewed as a thought leader before *The Best Team Wins* published, but it has added an extra layer of credibility.” The coordinated effort to strengthen both his personal brand and Hireology's brand has produced tangible results and influenced substantial deals. Adam couldn't be prouder of the final product: “We've been thrilled with the process of working with Greenleaf!”

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“Our largest prospect organizations are now inviting us to speak to them, instead of us asking them if we can speak. That wouldn’t have happened without *The Best Team Wins*.”

Adam Robinson is the author of *The Best Team Wins* and co-founder and CEO of Hireology, where he’s on a mission to help business owners make better hiring decisions using predictive data and innovative technology. He is a noted recruiting industry expert, speaker, and author with over 20 years of experience in the field of hiring and selection management.

Adam is passionate about entrepreneurship, donating time to a number of organizations that support the entrepreneurial cause, including multiple leadership roles at Entrepreneurs Organization. He is a member of the Economic Club of Chicago, and lives in Chicago, IL.

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.