

Jerry Jenkins Case Study

Jerry Jenkins: The Author's Author

How bestselling author, Jerry Jenkins, went from writing books to teaching aspiring authors how to write their own.

Expert : Jerry Jenkins
Expertise : Writing books
Impact Goal : Teach others how to tell their story

Jerry Jenkins is a 21-time New York Times bestselling author with more than 200 titles to his name. His passion for writing has enabled him to accomplish his dream of becoming a working author. A master storyteller, he has achieved a level of success few writers realize.

But something was missing. Jerry also dreamed of passing on his writing expertise and empowering others to write their own stories.



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Little is as important to me than who represents me and handles the business side. Leverage is the best team I've ever worked with, hands down. I wouldn't go anywhere else.

Their expertise in branding and marketing allows me to stay in my lane, and because they're the real deal, my constituency loves them too. There's never been a question regarding their ethics and approach.

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There's Only One Jerry

Traditional mentorship limited Jerry to two, maybe three, writers at a time. In order to be a true mentor, he needed to provide writers with consistent instruction and guidance. It takes a lot of time and energy to invest in writers the way Jerry wanted.

In his travels, when speaking and promoting his books, writers asked Jerry to be their mentor, to edit their work, offer advice, and teach them the ways of publishing. He had similar mentors during his early days of writing and deeply desired to pay that gift forward.

The problem was that there were hundreds — thousands — of writers who needed help, and only one Jerry.

Undoubtedly an extraordinarily successful writer, Jerry had no experience as an entrepreneur or a marketer. He had all the knowledge a person could possibly need about how to be an author — but SEO blogging? Email promotion? Sales page copy? Not so much.

How could he take his experience as an author, his expertise in writing, his desire to mentor — and make it accessible to the thousands of people who wanted to learn from him?



Jerry 2.0: Strategically Scaling Jerry

Leverage Brands had a plan to reach those who wanted to learn from Jerry, and especially those who didn't know they needed him yet.

The mission was deceptively simple: Establish Jerry as an author who teaches writers to become authors and build a loyal audience.

To accomplish these goals, Leverage Brands implemented a digital marketing strategy that focused heavily on SEO blog content and building an email list of targeted leads.

The first step was for Leverage to take over Jerry's blog, which was previously managed by his publisher. Leverage transformed and relaunched the blog as a comprehensive guide with proven tips for how to write a book — from Jerry himself.

In addition to developing valuable and educational blog content, Leverage also went to work growing Jerry's email list to cultivate community and nurture leads. That meant creating a lead magnet that appealed to would-be authors.

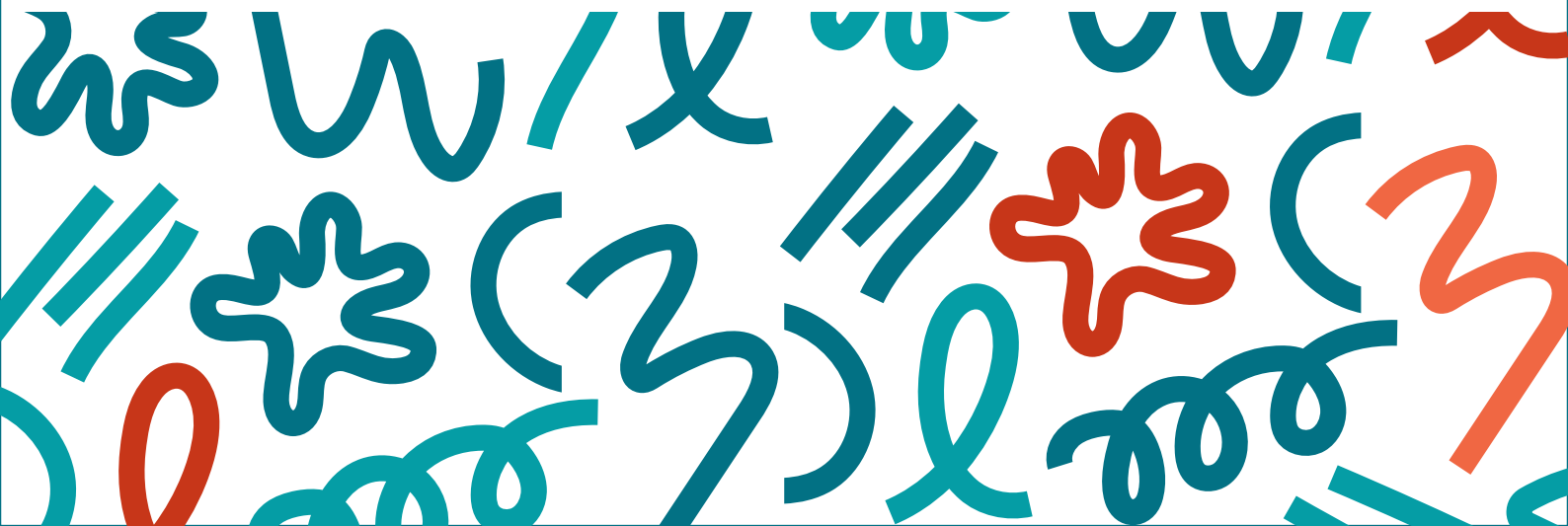


Now, we had a list of eager writers who wanted instruction from Jerry. The digital marketing strategy was only the beginning. Today, the Jerry Jenkins brand includes a suite of courses and programs to help aspiring authors achieve their dream.

Your Novel Blueprint and Nonfiction Blueprint are start-to-finish, comprehensive, how-to-write-a-book courses. Through videos and assignments, Jerry teaches the process he uses to write his own books.

The Writers Guild is like a writing conference you can access from anywhere 24/7 with instant access to video training on any writing topic. Each month, Jerry answers questions live, hosts writing workshops, and interviews industry experts.

Dreamer to Author provides a proven process for crushing writer's block, conquering fear, and consistently finishing manuscripts. Jerry teaches you everything he's learned over his 40+ year career writing more than 200 books to help you finally finish yours and become an author.



The Unstoppable Jerry Jenkins

These numbers don't lie. Within a year, there was measurable success for the Jerry Jenkins brand.

Less than a year after the Jerry Jenkins blog was created in 2015, the first post hit No.1 in the search results. That post was "The Best Books on Writing," and it remains one of the most popular posts on the blog to date.

Today is a comprehensive guide to writing with proven tips from Jerry himself, with 30 posts that are No. 1 in Google search results, and it reaches more than 100,000 visitors each month.

The email list had a similar growth trajectory, from 18,000 to 25,000 subscribers in the first year Leverage teamed up with Jerry, and 373,000 all-time subscribers since 2015.

Leverage Brands used SEO, email marketing, and go-to-market strategy to power the success of the Jerry Jenkins digital brand. There's still only one Jerry, but now thousands of writers have access to his mentorship.



Jerry Jenkins by the Numbers

50,000 +++
webinar attendees

170,000 +
YouTube Subscribers

1,000,000+++
website hits

\$6,250,000
gross revenue

Now Jerry is more than a bestselling author — he's a premier expert on how to write a book. All he needed was someone to help him get that expertise to the people who needed it. Leverage provided the know-how to implement a brand-building strategy that turned Jerry's author brand into an online business.

SEO blogging, email marketing, social media management, and more. Leverage Brands pulls out all the stops to reach your target audience. Whether you're just starting out, need to develop more content, or looking to scale — we can help.



What can
leverage
brands
do for you?