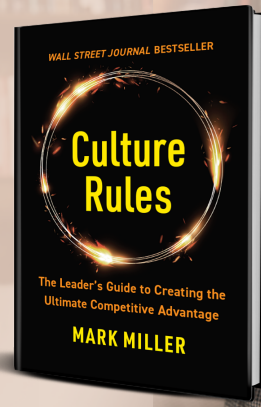


HOW MARK MILLER ACHIEVED BESTSELLER STATUS



THE CLIENT: MARK MILLER

**Mark Miller - Co-Founder of Lead Every Day |
Business Leader & Communicator | International
Best-Selling Author.**

Mark Miller is the Co-Founder of Lead Every Day, a business leader and communicator, and an international best-selling author. He retired from Chick-fil-A after a 45-year career, where he served as the Vice President of High Performance Leadership.

Mark began his writing career when he partnered with Ken Blanchard to write *The Secret: What Great Leaders Know and Do*. Since then, he has published 12 titles, of which, *Culture Rules*, achieved multiple bestseller lists.

Mark has partnered with Weaving Influence on eleven book launches, working with our team to build organic and paid reach for his books and thought leadership.



NUMBER OF BOOKS: **12**



YEARS WORKING WITH
WEAVING INFLUENCE: **11**



**Weaving Influence
crafted a pre-launch
strategy that was
effective and on
target to help me
achieve my goal of
landing on the
bestseller list."**

THE RESULTS: **CULTURE RULES**



5,594

PRE-ORDER AND
BULK SALES



88+

REVIEWS IN THE FIRST
30 DAYS AFTER LAUNCH

RANKINGS

#4

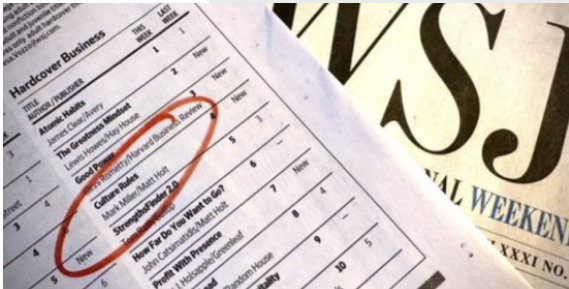
PORCHLIGHT BUSINESS
BOOK BESTSELLER LIST

#4

WALL STREET JOURNAL
HARDCOVER BESTSELLER

#15

PUBLISHERS WEEKLY
BESTSELLER LIST



As of 11/7/23, the Wall Street Journal has stopped running its weekly bestseller list.

Hardcover Frontlist Nonfiction						
RANK	LAST WEEK	TITLE	AUTHOR	IMPRINT	ISBN	UNITS
1	1	The Courage to Be Free	Ron DeSantis	Broadside	9780063276000	24,304
2	2	Spare	Prince Harry	Random House	9780593593806	21,767
3	—	The Greatness Mindset	Lewis Howes	Hay House	9781401971908	15,595
4	5	The Creative Act	Rick Rubin	Penguin Press	9780593652886	11,366
5	—	Good Power	Ginni Rometty	Harvard Business Review	9781647823221	9,872
6	7	I'm Glad My Mom Died	Jennette McCurdy	Simon & Schuster	9781982185824	9,759
7	6	8 Rules of Love	Jay Shetty	Simon & Schuster	9781982183066	9,188
8	3	Young Forever	Mark Hyman	Little, Brown Spark	9780316453189	9,105
9	14	It's OK to Be Angry About Capitalism	Bernie Sanders	Crown	9780593238714	7,041
10	13	Walk the Blue Line	Patterson/Eversmann	Little, Brown	9780316406604	6,883
11	11	The Light We Carry	Michelle Obama	Crown	9780593237465	6,410
12	18	The Lives We Actually Have	Bowler/Richie	Convergent	9780593193709	6,128
13	15	Win Every Argument	Mehdi Hasan	Holt	9781250853479	6,057
14	—	Stolen Youth	Mark Miller	BenBella/Holt	9781637742877	5,639
15	—	Culture Rules	Mark Miller	BenBella/Holt	9781496472670	5,301
16	8	All My Knotted-Up Life	Brian Moore	tyndale	9781368061940	5,127
17	—	The Story of Disney	Baxter/Steele	Disney Editions	9781368061940	5,127

HOW WE CREATED REACH

Working together, we built reach for Mark through the four commitments:



VALUE



CONSISTENCY



LONGEVITY



GENEROSITY

REACH = EXPANDING AUDIENCE + LASTING IMPACT

VALUE

Be consistent in generously sharing value with others.

- Mark partnered with Weaving Influence on a three-part webinar series that offered the attendees insights on how to build a High Performance Culture. Attendees were allowed to ask Mark their questions in real-time during the event, which promoted deeper learning for everyone.
- Our team coached Mark to create a digital resource that offered actionable content corresponding with the book. Complimentary digital resources provide the opportunity for continuing education to those familiar with his book and attract new audiences unfamiliar with his work.
- Mark commissioned Weaving Influence to launch a widespread media campaign to target key leadership publications and podcasts, resulting in more than nineteen media placements. Mark was featured in *Inc.*, *Forbes*, and *SmartBrief* and was a guest on many notable podcasts. This gave Mark the opportunity to share his thought leadership message and insights from *Culture Rules* with new audiences to expand the reach of his work.



WEBINAR SERIES



DIGITAL RESOURCES



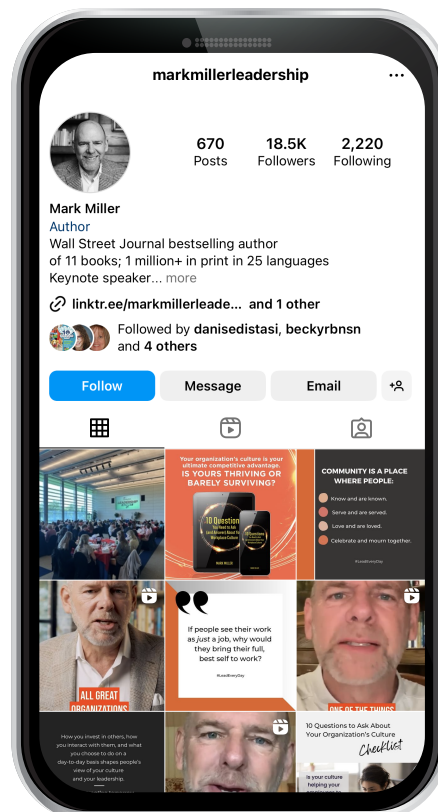
MEDIA CAMPAIGNS



885 NEW PROSPECTS

Through his webinar series managed by Weaving Influence, Mark had the opportunity to introduce the concepts in his book to 885 new prospects, helping increase the reach of his message. This trio of events also allowed participants to ask Mark questions about culture building, resulting in a deeper understanding of Mark's framework.

- Mark continues to be present for his audience, authoring twelve books to date and continuing to share new guidance on leadership.
- Weaving Influence partnered with Mark by managing his digital properties, including Instagram and TikTok, to ensure a consistent cadence for his message and build a foundation for his brand.
- Our team assisted Mark in nurturing and staying in contact with his followers by developing a newsletter released every Tuesday. Mark produced a short video message each week with a key thought from one of his books, a thought leadership message, or a question he finds meaningful. This video was folded into the newsletter's text and paired with actionable "homework" for readers to focus on.
- Opportunity to share his thought leadership message and insights from *Culture Rules* with new audiences to expand the reach of his work.



This account has since been rebranded to Lead Every Day.

NETWORK MOBILIZATION

Before the launch, our team worked with Mark to create a network of Culture Champions to help spread the message of his book. This included:

- Recruiting a Launch Team of more than 400 people committed to leaving a review on Amazon and sharing about the book on social media and with their offline network.
- A "street team" contacted Mark's list via text and phone calls to notify them of pre-ordering incentives and to answer any questions.
- Weaving Influence organized and hosted a virtual party on launch day for Mark's followers to celebrate with him, ask him questions, and congratulate him. It was also a time to encourage orders and Amazon reviews for *Culture Rules*, resulting in multiple #1 New Release banners on Amazon.
- Mark invited everyone on his list to become a Culture Champions affiliate. Participation allowed affiliates to share a personalized URL with their network for book orders and to claim their incentives. The URL tracked the number of book orders placed using that link, and Mark offered Culture Champion affiliates generous prizes based on the number of books purchased through their link. Those who participated also received exclusive access to a private Facebook page where they could receive updates, chat with each other, and receive messages from Mark.



Producing short, real-time videos is a great way to deliver valuable content to your audience!

CONSISTENCY

Be dependable in your ongoing online presence.

- Mark regularly appears across multiple digital channels, making him a consistent presence for his audience.
- Working with Weaving Influence, he posted regularly on Instagram, Facebook, LinkedIn, Twitter, and TikTok. Our team worked with him to curate an engaged, targeted audience on his channels to support an optimal return.
- He also sent a weekly newsletter that offered value-added content to his subscribers
- We consistently coached Mark around video content, which has led to a library of selfie-style videos where he talks through key leadership recommendations that are highly engaging and the audience responds well to.
- Mark offers his followers thought leadership combined with real-life content about his family and career.



FROM LESS THAN 2K
TO MORE THAN 18K

Through strategic organic and paid Instagram content creation and management, Weaving Influence supported Mark in growing his Instagram following to more than 18k, a significant increase from less than 2k.



670 Posts	18.5K Followers	2,220 Following
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Weaving Influence crafted social media advertisements to help keep Mark's message top-of-mind with professional audiences.

in

Through one LinkedIn campaign, we gained over 14,000 impressions and a 2.06% click-through rate—while maintaining a \$1.35 cost-per-click.

14K+
IMPRESSIONS &
2.06% CLICK-
THROUGH RATE

11K+
IMPRESSIONS &
4.51% CLICK-
THROUGH RATE



An Instagram boost achieved over 11,000 impressions and a 4.51% click-through rate—while maintaining a \$0.39 cost-per-click.

Through Weaving Influence's strategic guidance, Mark distributed an Instagram video post that garnered:



52,877
REACH



27,277
LIKES



16,474
SAVES



8,359
SHARES



91
COMMENTS



GENEROSITY

**Ensure that the value you create is accessible to others.
Give away as much as you can.**



- Mark had over 400 people on his *Culture Rules* launch team, and each member received two books: one for them and one to give away. This generosity helped further expand the reach of his book—and built a larger community of supporters.
- Generous pre-order and bulk purchase incentives, starting with the purchase of one copy, were created and included keynote speaking events with Mark for purchases of 500+ books.



More than 220 people claimed their bonuses through the online portal, contributing to the success of *Culture Rules* achieving multiple bestseller list status.



- When anyone purchased eleven or more books, they received a "gift box" as part of the incentive offering. The gift box was branded for *Culture Rules*, offered a QR code to receive a free download, a note from Mark, and physical properties of the *Culture Rules* book, including a *Culture Rules in Action Journal*, Yeti® travel mug, and a \$5 Starbucks™ gift card.



- Mark also chose to reach out to a curated list of non-profit organizations with a grant offer. To be eligible for the grant, the organization had to purchase at least eleven copies of the *Culture Rules* book and write a proposal. Mark's team reviewed the grant proposals and selected four winners to receive the grant. This idea was a win-win for gaining additional exposure for *Culture Rules* plus giving back to the community.

HOW CAN WEAVING INFLUENCE HELP YOU ACHIEVE REACH FOR YOUR BOOK?

Are you looking to launch and expand the reach of your book? We'd love to help your message reach wider audiences by creating value, consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at becky@weavinginfluence.com to start the conversation.

