

Case Study: Jordan Lane — Using a Published Book to Attract High-Value Consulting Clients



Client Overview

Jordan Lane is a renewable energy consultant passionate about helping small businesses reduce costs and become more sustainable. While he had years of expertise, most of his client work came through referrals — and he wanted to expand his reach. Publishing a book felt like the right move to build authority and attract inbound leads, but the process seemed time-consuming and overly technical.

The Challenge

- Needed a way to establish himself as a thought leader in renewable energy
- Wanted to attract small business owners actively seeking energy solutions
- No experience with professional book publishing or Amazon optimization

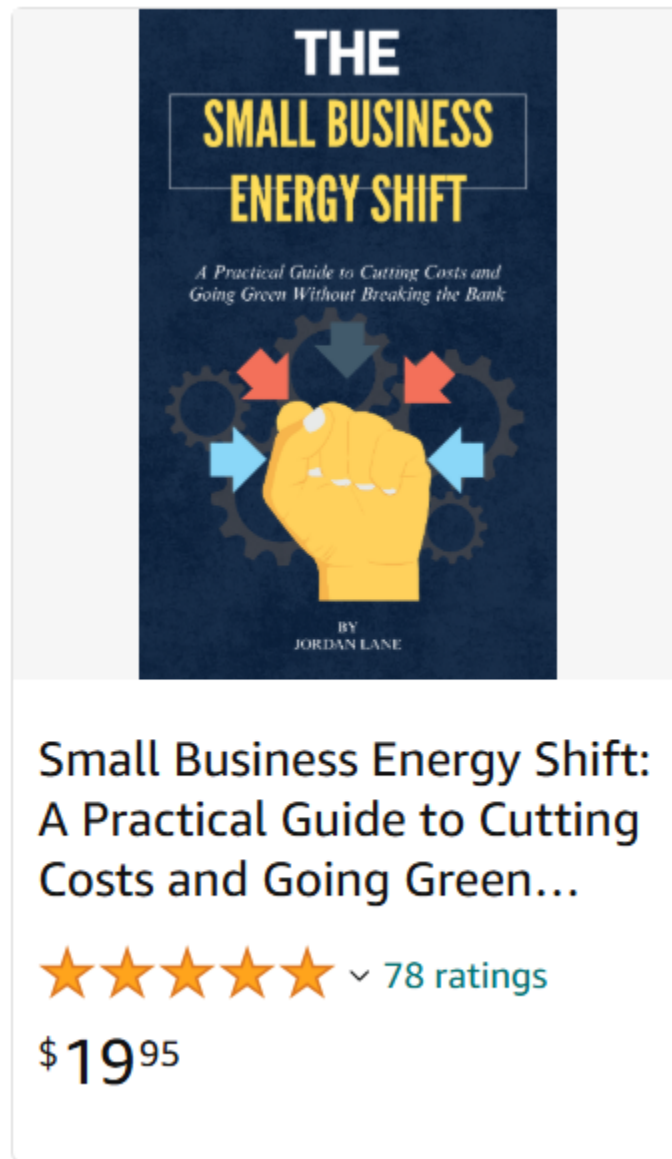
- Limited time to focus on the project due to ongoing consulting work
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The Solution

Jordan partnered with **Publishing Hawks** and founder **Irfan** to publish a professional, authoritative book in his field. The team:

- Took his expertise and turned it into a structured, engaging manuscript for small business owners
- Designed a professional cover aligned with the renewable energy theme
- Managed Amazon Kindle Direct Publishing setup and keyword optimization to reach his target market

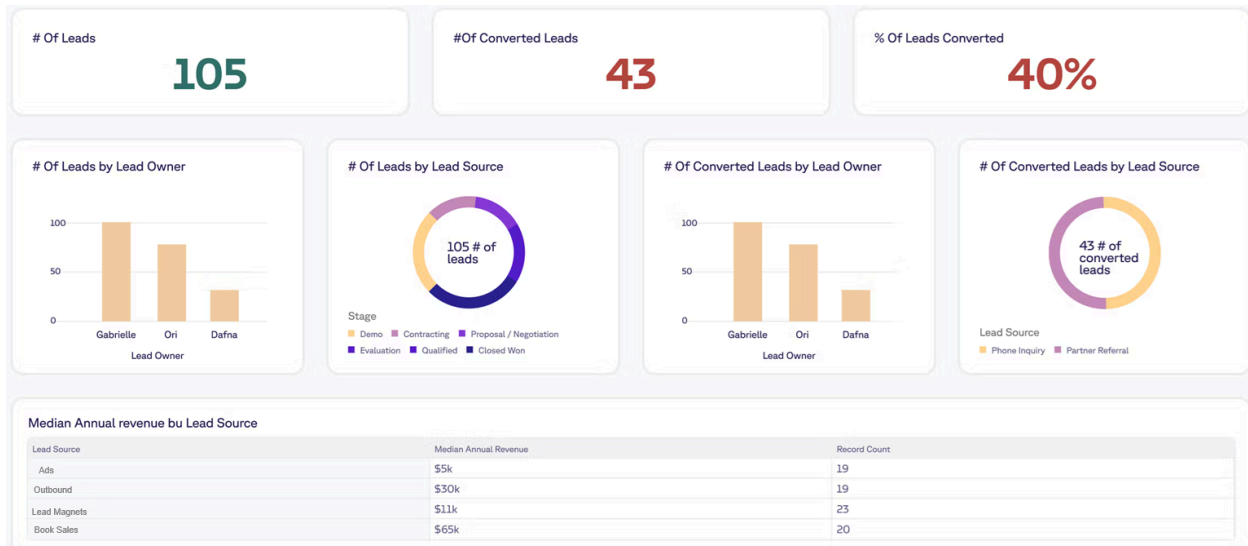
- Ensured a completely hands-off process for Jordan so he could focus on his consulting work

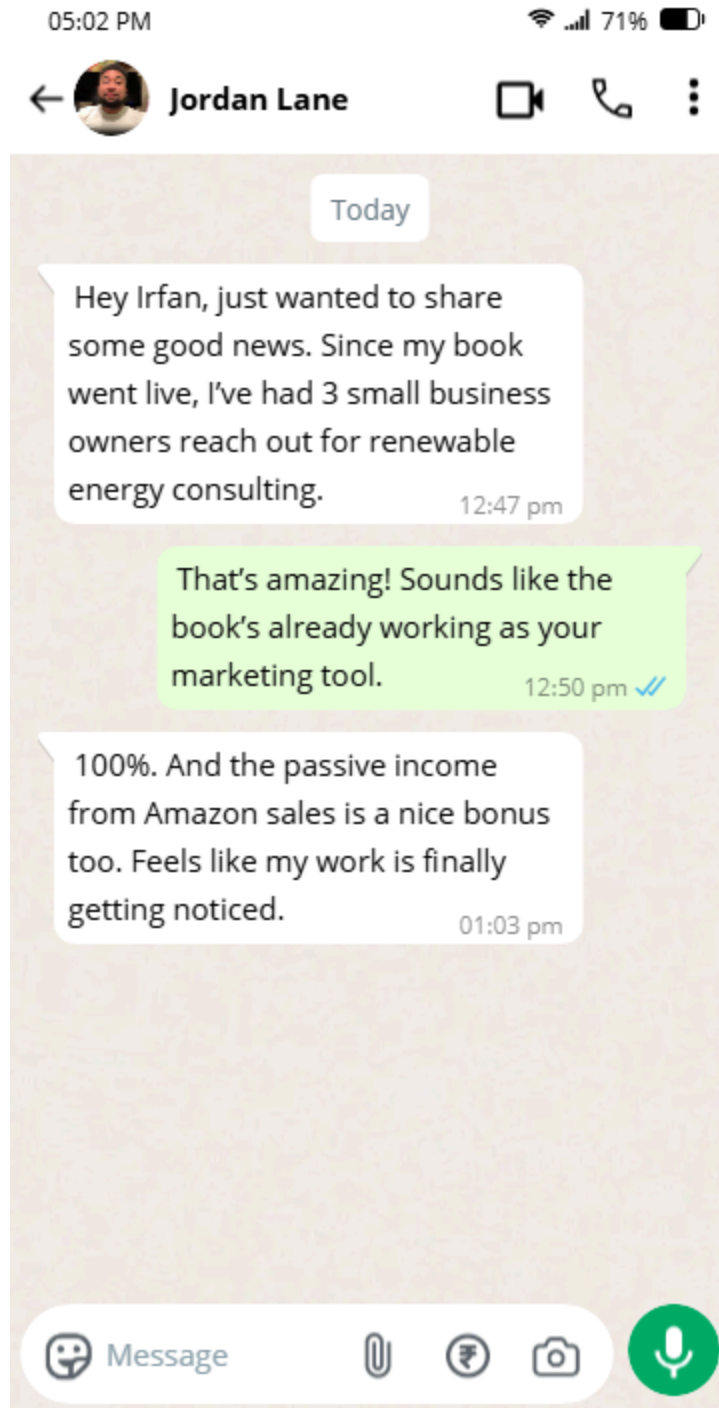


The Results

- **Inbound Leads:** Within weeks of launch, three small business owners contacted Jordan after finding his book on Amazon.
- **Authority Boost:** The book positioned him as a go-to expert in renewable energy solutions for small businesses.

- **Ongoing Passive Income:** Steady Amazon sales provided an additional revenue stream alongside consulting fees.
- **Client Conversion:** Several book readers became paying consulting clients, increasing his overall business revenue.





Quote from Jordan

"Irfan made publishing my renewable energy book effortless. Now it's on Amazon, bringing passive income and attracting small business owners who need my

consultancy. The book positions me as an expert, and client inquiries keep growing."

👉 [Link to Video Testimonial](#)

Conclusion

Jordan's case proves that a well-executed book can be more than a source of passive income — it can be a powerful marketing tool for attracting high-value clients. By leveraging Publishing Hawks' hands-off process, he now enjoys both increased authority and a steady flow of inbound leads.