

Emma-Jane Leeson

The Johnny Magory Company Ltd.



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Emma-Jane began self-publishing books starring Johnny Magory in 2016 as a passion project, having written them 12 years earlier. After seeing the popularity grow organically, she decided to quit her corporate job to focus on her dream of building a business from the Johnny Magory brand and spending more time with her kids.

Johnny Magory and his sister Lily-May, educate children on Irish heritage and wildlife in a fun way through a popular book series, as well as toys, and online courses and resources.

There are now over 10,000 books in circulation across more than 70 stockists in Ireland and the USA, along with the recent additions of a Johnny Magory wooden eco puzzle, homeware and journals.

Surpassing €50,000 revenue in year one, hiring team members and registering trademarks are some of the highlights of a very busy year for Emma-Jane.

From a family of entrepreneurs, Emma-Jane was well versed in the hard work involved, but she was still grateful for the support from ACORNS. She found the peer learning opportunities and the guidance and straight-talking business advice from her Lead Entrepreneur immensely beneficial.

Running the business from a converted shipping container behind her house in Prosperous, Co Kildare, The Johnny Magory Company Ltd has seen exponential growth over the last 18 months. It now has three people employed covering sales, marketing, digital marketing, book-keeping and events coordination.

The big plan for the future is to bring Johnny Magory to TV screens with an animated series in conjunction with Elk Studio in Dundalk.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
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