

PRIVATE FICTION STRATEGY INTENSIVE

Sample Strategy Report

A realistic example of the written plan delivered after a 90-minute session.

SAMPLE AUTHOR	FOCUS
Rowan Vale Fictional author profile	Strengthen series read-through before scaling discovery

This example uses invented books, metrics, and circumstances. A real report is built from the author’s catalog, goals, reports, working style, and decisions made during the session.

01 / EXECUTIVE DIRECTION

The decision that organizes the plan

Primary recommendation

Fix the Book 1-to-Book 2 handoff before increasing traffic.

The sample catalog is not suffering from a broad discovery problem. Later-book read-through is healthy, email engagement is strong, and current readers respond to the series promise. The largest measurable leak appears immediately after Book 1. Sending more paid or organic traffic into the same handoff would amplify the leak instead of correcting it.

What this means

- The next 30 days prioritize reader continuity: promise alignment, back matter, sample placement, series branding, and the Book 2 product-page handoff.
- Discovery activity continues at a steady maintenance level; ad scaling and a new platform launch are deliberately deferred.
- Success is measured by movement in Book 1-to-Book 2 read-through, not by follower growth or raw impressions.

Immediate actions - start this week

Action	Why now	Done when
Replace Book 1 back matter with one clear Book 2 path	Removes competing calls to action at the highest-leverage transition	One tracked link is live in ebook and print files
Audit the final 15% of Book 1 against the Book 2 promise	Tests whether the emotional and plot handoff is strong enough	A short friction list identifies promise or pacing gaps
Create a read-through baseline	Prevents decisions from being driven by isolated screenshots	A monthly sheet contains units, borrows, and estimated readers by book

02 / EVIDENCE

What the available data suggests

Sample business snapshot

Signal	Fictional current state	Interpretation
Published catalog	4-book urban fantasy series + 3 standalones	Enough catalog depth to diagnose reader movement
Book 1 -> Book 2	58% estimated read-through	Priority leak; materially lower than later transitions
Book 2 -> Book 3	74% estimated read-through	Reader satisfaction appears stronger after Book 2
Book 3 -> Book 4	82% estimated read-through	Core series readers are continuing
Email list	4,850 subscribers; 42% average opens	Owned audience is engaged enough for useful testing
Advertising	\$1,200/month across two platforms	Maintain learning, but do not scale into an uncorrected leak
Organic activity	Inconsistent posting; strong replies to process notes	Depth and conversation outperform volume for this author

Working diagnosis

- The series concept attracts readers, but the transition from the first-book experience to the second-book promise needs tightening.
- The author already has an engaged audience. A demanding daily content plan is unnecessary and unlikely to fit the author's capacity.
- The strongest near-term growth lever is improving the value of each acquired Book 1 reader, then returning to measured discovery tests.

Important limitation

Read-through is an estimate built from the best available retailer and subscription reports. The author should use the same calculation method each month and look for directional movement rather than false precision.

03 / PRIORITIES

Now, next, later - and not now

Horizon	Focus	Included work
NOW Days 1-30	Repair the reader handoff	Back matter; Book 1 ending audit; Book 2 description and sample; series visual continuity; read-through baseline
NEXT Days 31-60	Validate with owned readers	Two email tests; reader-language collection; segmented follow-up; compare new and prior cohorts
LATER Days 61-90	Scale what held up	Selective ad increase; one organic discovery experiment; retailer-page optimization based on evidence
NOT NOW	Protect focus	New social platform; full rebrand; daily posting; wide catalog overhaul; custom app; large ad increase

Why the 'not now' list matters

A useful strategy is partly a decision about what will not receive attention. These items are not bad ideas; they are lower-value choices until the primary reader handoff is stronger and measurable.

Low-pressure organic rhythm

Weekly touchpoint	Purpose	Example
One reader-facing email	Deepen connection and test language	A short note about the series tension readers mention most
One reusable social post	Support discovery without daily content	Adapt one paragraph from the email into a character or world hook
One listening block	Collect evidence	Review replies, retailer reviews, ad comments, and reader questions

04 / 90-DAY ROADMAP

A plan with owners and measures

Timing	Action	Owner	Evidence of progress
Week 1	Build baseline dashboard and preserve source reports	Author	All four series books use the same calculation window
Week 1	Revise Book 1 back matter to one tracked Book 2 CTA	Author / formatter	Updated files are live; link tracking works
Week 2	Review Book 1 ending and Book 2 opening as one reader journey	Author	Friction notes resolved or intentionally retained
Weeks 2-3	Align Book 2 description and sample with the Book 1 promise	Author	Copy emphasizes the continuing emotional and genre payoff
Weeks 4-6	Run two owned-audience message tests	Author	Replies, clicks, and language themes are logged
Weeks 7-8	Compare the newest reader cohort with baseline	Author	Directional read-through change is visible
Weeks 9-12	Scale one discovery channel only if the handoff improved	Author	Spend increases gradually with a defined stop point

Optional AI-friendly support

- Summarize reader replies and reviews into recurring language themes, then verify each theme against the source material.
- Compare Book 1 back matter versions for clarity and competing calls to action; the author makes the final editorial choice.
- Turn one weekly email into platform-specific drafts without changing the author's voice or creating a daily content obligation.
- Flag unusual dashboard changes for human review; an automated summary never replaces the underlying reports.

05 / MEASUREMENT

The small dashboard that guides decisions

Metric	Track	Decision use
Book 1 -> Book 2 estimated read-through	Monthly, same method and window	Primary signal for whether the handoff work is helping
Later-book read-through	Monthly	Guardrail: later-series health should remain stable
Back-matter click-through	By edition and link	Shows whether the transition invitation is being noticed
Cost per Book 1 reader	By channel	Used only with downstream value, not as a standalone success metric
Email reply themes	Qualitative, tagged monthly	Reveals reader language and possible promise gaps
Author capacity	Hours and energy, weekly	Prevents a plan that grows numbers by exhausting the author

Decision rules

If read-through improves

Keep the corrected handoff, scale one discovery source gradually, and continue cohort monitoring.

If clicks improve but read-through does not

The invitation is working; investigate the Book 2 promise, sample, positioning, price, and opening experience.

If neither improves

Recheck the assumed leak, validate report timing, and interview a small number of actual series readers before making broader catalog changes.

06 / SESSION RECORD

Decisions, boundaries, and next conversation

Decisions made in the sample session

- The author will not begin a full rebrand during this 90-day plan.
- Advertising remains at maintenance level until the first transition test has enough data.
- The organic plan is one substantive email and one adapted social post per week - not daily posting.
- AI may assist with synthesis and repurposing, but the author retains final judgment and verifies every claim against source data.

Information to bring to a follow-up

- Updated retailer and subscription reports covering the same measurement window.
- Back-matter link clicks by format and edition.
- The revised Book 2 description and first-page sample.
- A short list of repeated reader language from replies and reviews.

What a real i2iHype report changes

This sample demonstrates the structure, level of specificity, and decision-making style. A real report will not use these recommendations by default. It will reflect the author's actual fiction catalog, genre expectations, reports, constraints, strengths, goals, and the decisions reached with Dana during the private session.

No universal formula. No pressure to copy somebody else's author business. Just evidence, judgment, and a plan built around the work in front of you.

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