

SELECTED AUTHOR WORK • PAID CLIENT CASE STUDY

A documented case study of the Kiki Coto author campaign, presented as a professional portfolio sample showing consultation, positioning, package selection, payment commitment and campaign preparation.

PROJECT

Edward Avanessy • *Kiki Coto*

PROJECT REPRESENTATIVE

Merlin Gabriel

PUBLIC PORTFOLIO VERSION

Private banking details, payment credentials, personal contact details and the original community/brand name have been excluded.

MERLIN GABRIEL

Author Relations • Book Promotion • Publishing Strategy • Campaign Development

01 | CLIENT & PROJECT OVERVIEW

Edward Avanessy was evaluating promotional support for **Kiki Coto**, a spiritually driven thriller combining mystery, suspense, transformation and philosophical themes. The engagement moved from detailed questions about pricing and sales performance to a Premium package decision and a documented initial payment commitment.

1	\$834	\$583.80	70%
Book	Premium fee	Initial payment	Paid installment

The commercial question

The author wanted a clear understanding of the available promotional strategies, the fee for each package, and whether the fee was tied to book sales. The response was structured around defined deliverables rather than an undefined advertising promise.

02 | PAYMENT & CLIENT COMMITMENT

The payment record is included here because it is an important part of demonstrating that the engagement progressed from a conversation into a paid professional project.

CLIENT	Edward Avanessy
PROJECT	<i>Kiki Coto</i>
SELECTED SERVICE	Premium Package
TOTAL PACKAGE FEE	\$834 USD
INITIAL PAYMENT	\$583.80 USD (70% of package fee)
REMAINING BALANCE	\$250.20 USD (30% of package fee)
PAYMENT STATUS	Initial payment confirmed
PROJECT REPRESENTATIVE	Merlin Gabriel

Payment structure

The agreed structure was 70% upfront to begin the work and 30% after the author had reviewed the completed feature work. The public case study reports the payment status without exposing private payment methods, transaction IDs, account details or banking information.

03 | THE CONVERSION JOURNEY

The project developed through a sequence of professional decision points.

01	Initial inquiry Edward requested the available promotion strategies, package prices and clarification about sales-related fees.
02	Needs clarification The conversation explored visibility, reader engagement, reviews, recommendations and campaign duration.
03	Value demonstration Campaign planning and creative preparation helped make the proposed work tangible.
04	Premium decision Edward selected the Premium package at \$834.
05	Payment commitment The initial 70% payment of \$583.80 was confirmed.
06	Campaign activation Promotional assets and campaign preparation continued for the title.

04 | PREMIUM CAMPAIGN SCOPE

The Premium package was presented as the highest level of campaign support, building on the Standard package and adding priority attention and stronger author visibility.

Priority placement

Higher visibility within the planned campaign activities.

Featured Author Spotlight

A dedicated feature designed to give the author and book more prominent presentation.

Author message

A personal author message could be shared with the reading audience as part of the feature.

Promotional visibility

Expanded exposure through reader-facing promotional activities and content.

Reader engagement

Discussion-oriented activities designed to encourage attention, conversation and discovery.

Supporting creative assets

Visual and promotional materials prepared around the title.

05 | WORK PRODUCED AROUND THE BOOK

The campaign was supported by tangible work rather than only a sales conversation.

Promotional cover concept

A visual direction was developed around the spiritual intensity, mystery, transformation and emotional weight of the story.

Promotional banner

A campaign banner was created around suspense, spirituality, justice, redemption and the conflict between light and darkness.

Goodreads visibility audit

A visibility audit identified opportunities around the book description, reviews and reader discovery.

Website recommendations

The author's website was reviewed with practical suggestions around testimonials, review visibility, calls to action and purchase pathways.

Animated cover / visual assets

Additional visual promotional materials were prepared for campaign use.

Book trailer

A professional promotional book trailer was completed and supplied as a reusable campaign asset.

Ongoing author support

The engagement expanded into wider discussion of author platform development and publishing opportunities.

06 | SELECTED CLIENT COMMUNICATION

These excerpts illustrate the commercial decision process. They are presented as short portfolio evidence rather than as a reproduction of the private conversation.

AUTHOR INQUIRY

"Please outline your promotion strategies, the fee for each, and whether the fee is tied to sales performance."

AUTHOR DECISION

"Please proceed with the premium package."

PAYMENT FOLLOW-THROUGH

The project record confirms the initial payment and continuation of campaign preparation.

CONTINUED INTEREST

The author indicated that successful promotion could lead to continued monthly work.

07 | WHAT THIS CASE STUDY DEMONSTRATES

Professional consultation	The author received clear answers to commercial questions before committing.
Book-specific positioning	The campaign was built around the actual themes and potential reader appeal of the title.
Transparent pricing	The package structure and payment arrangement were defined clearly.
Tangible preparation	Creative and strategic work helped demonstrate capability and seriousness.
Paid-client conversion	The engagement progressed from inquiry to a Premium package and confirmed initial payment.
Long-term relationship potential	The author expressed interest in continuing the work if the campaign proved valuable.

08 | MERLIN GABRIEL

This case study represents the type of author relationship Merlin Gabriel aims to build: understand the book, communicate professionally, define the work clearly, create tangible value and develop a campaign around the author's long-term publishing goals.

Author Relations

Professional communication with authors from initial inquiry through project delivery.

Book Promotion

Campaign development focused on visibility, reader discovery and engagement.

Publishing Strategy

Practical guidance connecting promotion with the author's wider career and platform.

Creative Campaign Development

Promotional pages, visual concepts, banners, video and reader-facing materials.

Author Platform Support

Recommendations designed to strengthen the connection between book, author presence and reader action.

PORTFOLIO DISCLOSURE

This public case study intentionally excludes the original community/brand name and all private payment credentials, banking information, transaction identifiers and personal contact details. The payment figures shown are the documented package fee and installment structure used for this project.

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