

SELECTED AUTHOR WORK • CASE STUDY

A professional case study of the Kiki Coto campaign, showing book positioning, author communication, campaign architecture, creative development, platform guidance and client conversion.

PROJECT

Edward Avanessy • *Kiki Coto*

PORTFOLIO PRESENTATION

Prepared for prospective authors and publishing clients. Private contact details, banking information, payment-routing details and the original community/brand name have been intentionally removed.

Gabriel Isaac

Author Relations • Publishing Strategy • Book Positioning • Campaign Development

01 | THE PROJECT

This case study follows a real author engagement around **Kiki Coto**, a spiritually driven thriller by Edward Avanesy. The project began with an author asking a simple commercial question: what promotional strategies are available, what do they cost, and are the fees tied to sales?

1	\$834	3	1
Featured title	Premium package	Package levels	Confirmed client

What the author wanted answered

- What would actually be included in each promotion level?
- Was the fee dependent on sales performance?
- Could the campaign provide meaningful visibility rather than a single advertisement?
- Would the work include practical support around the author's wider platform?
- Could the process continue into a longer-term author relationship?

The response was structured as a consultation rather than a generic sales pitch: understand the book, identify its strongest audience angle, define the work clearly, and demonstrate value through preparation and creative output.

02 | BOOK POSITIONING

The campaign communication focused on the qualities that make *Kiki Coto* distinctive: spiritual awakening, mystery, suspense, transformation, philosophical depth and the tension between light and darkness. That gave the promotion a reader-facing reason to exist.

“The spiritual depth, the tension between light and darkness, and the philosophical undertones continued to resonate...”

Positioning translated into campaign decisions

BOOK STRENGTH	READER-FACING ANGLE
Spiritual themes	A natural entry point for readers interested in meaning, awakening and unseen realities.
Suspense & mystery	The commercial hook that keeps the title accessible beyond philosophical fiction.
Transformation	A strong conversation driver for reflection, discussion and recommendation.
Philosophical depth	A differentiator that supports deeper reader engagement and author positioning.

03 | THE AUTHOR CONVERSION JOURNEY

The correspondence shows a clear progression from evaluation to commitment. The important lesson is that the conversion was cumulative: each response answered a concern while adding another layer of confidence.

01	Discovery Edward requested the promotion strategies, fees and clarification about whether the fee was tied to sales.
02	Consultation The campaign was explained around discoverability, reader engagement, reviews, recommendations and visibility.
03	Creative proof A promotional cover concept, banner work, visibility audit and other preparation demonstrated initiative before full campaign execution.
04	Commercial decision Edward asked about sales expectations and stated that he would accept the top package if a reasonable result could be supported.
05	Package selection The Premium package was selected at \$834.
06	Payment & activation Payment was confirmed and campaign preparation continued, including promotional assets and a professional book trailer.

Client decision signal

In the correspondence, Edward explicitly stated that if a reasonable sales outcome could be supported, he would accept the top package. The subsequent record shows the Premium package selection and confirmed payment.

04 | THE SERVICE ARCHITECTURE

The offer was structured in three levels, allowing the author to choose according to the depth of campaign support required.

BASIC	\$324
Foundation visibility	
Shelf activity, reader reviews and ratings, newsletter spotlight, pinned introduction, promotional social post and book-cover spotlight.	
STANDARD	\$534
Expanded engagement	
Basic services plus multiple promotional posts, custom banner, excerpt and themed discussions, digital reading guide, ARC giveaway coordination, additional cover spotlights and educational video content.	
PREMIUM	\$834
Full campaign attention	
Standard services plus priority placement, dedicated author spotlight, prominent author messaging and the fullest campaign visibility.	

Important portfolio wording: the source correspondence contains aggressive sales language around sales outcomes. For this public case study, that language is deliberately not repeated as a guarantee. The portfolio instead presents the documented service structure and the actual client decision.

05 | TANGIBLE WORK COMPLETED

The engagement was supported by visible creative and strategic work, not only email communication.

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 completed around suspense, spirituality, justice, redemption and the battle between light and darkness.

Goodreads visibility audit

A complimentary audit identified strengths and opportunities around the book description, review momentum and reader-community positioning.

Website conversion guidance

The author's website was reviewed with practical recommendations around testimonials, reviews, calls to action and purchase pathways.

Animated cover & campaign assets

Additional visual assets were prepared for use across author and reader-facing channels.

Book trailer

A professional book trailer was completed as a reusable promotional asset and shared with the author.

Long-term platform guidance

The conversation expanded beyond the single title into author-platform development and future campaign planning.

06 | CORRESPONDENCE THAT SHOWS THE PROCESS

Selected excerpts are included as evidence of the decision-making process. The original sender name is retained where relevant to keep the historical record accurate; private contact information and the original organization identity are omitted.

AUTHOR QUESTION

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

Source: Edward Avanesy

CLIENT RESPONSE

The package structure was presented with clear deliverables, including Basic, Standard and Premium options.

Source: Campaign correspondence

AUTHOR DECISION SIGNAL

"If you can guarantee a reasonable number of sales, I will accept the top package without hesitation."

Source: Edward Avanesy

CREATIVE FOLLOW-THROUGH

A promotional banner was completed, followed by further creative preparation and a professional book trailer.

Source: Campaign correspondence

CONFIRMATION

The campaign record later confirms payment receipt and continued preparation of promotional materials.

Source: Campaign correspondence

07 | WHAT THIS CASE STUDY DEMONSTRATES

Book-first thinking	The campaign began with the actual themes and reader promise of the book.
Consultative selling	Commercial concerns were answered directly instead of being brushed aside.
Visible initiative	Creative work was used to demonstrate seriousness and capability.
Integrated support	Promotion was connected to website conversion, reader discovery and author-platform development.
Professional follow-through	The engagement continued through asset preparation, payment confirmation and campaign activation.
Relationship building	The objective was not merely one transaction, but the possibility of ongoing author support.

The professional standard

A successful author campaign should make the author feel understood, show exactly what is being done, create tangible value, and leave the author with assets and strategic direction that remain useful beyond a single promotion.

08 | GABRIEL ISAAC

Gabriel Isaac's approach is centered on helping authors turn strong books into stronger author platforms. The work combines positioning, communication, campaign strategy and practical publishing support.

Book Positioning

Clarifying the strongest reader promise, themes and market-facing angle of a title.

Author Relations

Managing thoughtful, professional conversations that build trust and answer commercial questions.

Campaign Strategy

Designing multi-touch visibility campaigns around discovery, engagement and reader response.

Creative Development

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

Author Platform

Improving the connection between the book, author website, reviews, social presence and purchase pathways.

Publishing Strategy

Helping authors make practical decisions around presentation, promotion and long-term career development.

PUBLIC PORTFOLIO NOTE

This case study is intentionally edited for professional portfolio use. It does not publish the original community/brand name, private payment-routing details, bank information, personal addresses, phone numbers or private email addresses. The historical correspondence is represented accurately rather than being rewritten to falsely attribute another person's messages to Gabriel Isaac.

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