SAMPLE
Publishing House Strategy Report

Prepared for: Alex Morgan — Sample Publishing House

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This is a sample report generated with fictional data to demonstrate the Indie Publishing Strategist plugin output format. Your report will contain your actual sales data, pen name analysis, and personalized recommendations.

Generated by the Indie Publishing Strategist Plugin

Executive Summary

Alex Morgan operates a 3-pen-name publishing house with 22 titles across contemporary romance (as A.M. Rivers), cozy mystery (as Maple Hart), and dark paranormal romance (as Nyx Thorne). Total trailing 6-month revenue: $14,847 across KDP, Draft2Digital, and ACX.

Key Findings

- A.M. Rivers drives 61% of total revenue ($9,057) but read-through drops 44% at Book 3 of the Sunset Harbor series — a fixable $2,100/year leak
- Maple Hart's Pumpkin Hollow series has 78% read-through (exceptional) but zero audiobook presence — the cozy mystery audiobook market is booming
- Nyx Thorne is 4 months old with $612 in revenue — too early to evaluate, classified as Nurture tier
- No email list exists for any pen name — this is the single highest-ROI action item across the board
- German translation of the Sunset Harbor series (Bücher 1-3 as "Sonnenhafen") is earning $1,240/6mo with only 3 of 5 books translated
- Nyx Thorne's explicit content means YouTube is off the table — BookTok and Patreon are the growth channels
- Wide distribution via D2D is underperforming because only 4 titles are wide — either commit to wide with marketing support or consolidate back to KU

Top 7 Recommendations

#	Action	Pen Name	Projected Impact
1	Build email lists for A.M. Rivers and Maple Hart (lead magnets + newsletter swaps)	Both	**+$3,000-5,000/yr**
2	Fix Sunset Harbor Book 3 read-through drop (blurb rewrite + link optimization)	A.M. Rivers	**+$2,100/yr**
3	Translate Sunset Harbor Books 4-5 into German (Sonnenhafen Bd. 4-5)	A.M. Rivers	**+$800/yr**
4	Launch Pumpkin Hollow audiobooks via ACX (5 books, cozy mystery audience loves audio)	Maple Hart	**+$1,800-3,600/yr**
5	Start BookTok presence for Nyx Thorne (#DarkRomanceBookTok)	Nyx Thorne	**Visibility**
6	Decide KU vs wide for A.M. Rivers standalone titles (currently split)	A.M. Rivers	**+$600/yr**
7	6-month maturity check on Nyx Thorne before any major investment	Nyx Thorne	**Risk mgmt**

Module 1: Catalog Health Dashboard

Revenue by Pen Name (Last 6 Months)

Pen Name	Genre	Titles	6-Mo Revenue	% of Total	Heat Level
A.M. Rivers	Contemporary Romance	12	$9,057	61%	Steamy
Maple Hart	Cozy Mystery (Paranormal)	7	$5,178	35%	Clean/ Sweet
Nyx Thorne	Dark Paranormal Romance	3	$612	4%	Explicit

Revenue concentration: A.M. Rivers accounts for 61% of revenue. This is moderate concentration — not dangerous, but growing Maple Hart's audiobook presence and Nyx Thorne's catalog would provide better diversification.

Format Gaps

Pen Name	Ebook	Paperback	Audiobook	Large Print	Translation
A.M. Rivers	☐ 12	☐ 8	☐ 3 (ACX)	☐	☐ 3 (German)
Maple Hart	☐ 7	☐ 5	☐ None	☐	☐
Nyx Thorne	☐ 3	☐	☐ None	☐	☐

⚠ **Critical gap:** Maple Hart has zero audiobooks. Cozy mystery is one of the top-performing audiobook genres. This is leaving significant revenue on the table.

Module 2: Series Read-Through Analysis

Read-through rate (RTR) measures what percentage of Book 1 readers continue to the next book. Calculated using combined revenue (sales royalties + estimated KENP revenue).

A.M. Rivers — Sunset Harbor Series (5 books)

Book	Title	6-Mo Revenue	RTR from B1	Assessment
Book 1	Where the Waves Break	$2,840	100%	Baseline
Book 2	Salt Air Promises	$2,130	75%	**Strong**
Book 3	Tides of Second Chances	$1,190	42%	⚠ **44% drop**
Book 4	Harbor Lights	$980	34%	Stable after B3
Book 5	Coming Home to Sunset	$890	31%	Stable

Diagnosis: The 44% drop from Book 2 to Book 3 is well below the 60-70% benchmark. This suggests a blurb, cover, or content issue at Book 3 specifically. Recommended investigation: compare Book 3's blurb against Books 1-2 for tone consistency, check if the cover matches genre expectations, and review the Book 2 backmatter links.

Revenue impact: If Book 3 RTR improved from 42% to the series average of 60%, estimated additional annual revenue: ~$2,100.

Sonnenhafen (German Translation — Sunset Harbor Books 1-3)

Book	German Title	6-Mo Revenue	RTR from B1
Buch 1	Wo die Wellen brechen	$580	100%
Buch 2	Salzluftversprechen	$410	71%
Buch 3	Gezeiten zweiter Chancen	$250	43%

Note: German RTR mirrors the English pattern. Books 4-5 are not yet translated. Translating them completes the series funnel and should capture the 31% of German readers who continued to Book 3.

Maple Hart — Pumpkin Hollow Mysteries (5 books)

Book	6-Mo Revenue	RTR from B1
Book 1: Murder at the Pumpkin Patch	$1,640	100%
Book 2: The Ghostly Gala	$1,310	80%

Book 3: Hex and the Haunted Hayride	$1,050	64%
Book 4: Cauldron of Clues	$720	44%
Book 5: The Phantom Pumpkin	$458	28%

☐ **Excellent:** 78% RTR from B1 to B2 is exceptional for cozy mystery. Gradual decline through the series is normal. This series is performing well and would benefit most from format expansion (audiobooks) rather than optimization.

Module 4: Platform Expansion Strategy

Each pen name gets different platform recommendations based on content heat level. This is critical — putting explicit content on the wrong platform wastes effort and risks account issues.

A.M. Rivers (Steamy Romance) — Most Platforms Open

Platform	Eligible?	Priority	Why
Email List	☐	**HIGH**	18K+ subscribers = 10x revenue. No list exists. #1 action.
BookTok	☐	**HIGH**	#RomanceBookTok is massive. Steamy content drives engagement.
YouTube Audiobooks	☐	**MEDIUM**	Steamy is borderline — OK if not explicit. Monitor community guidelines.
Newsletter Swaps	☐	**HIGH**	Free cross-promotion with other romance authors.
BookBub Deals	☐	**MEDIUM**	Apply for featured deals on Book 1s to feed the read-through funnel.

Maple Hart (Clean/Sweet Cozy) — All Platforms Open

Platform	Eligible?	Priority	Why
Audiobooks (ACX)	☐	**HIGH**	Cozy mystery = top audiobook genre. 5-book series ready to go.
YouTube Audiobooks	☐	**HIGH**	Clean content, perfect for YouTube. Full-length cozies get high RPM.
Email List	☐	**HIGH**	Cozy readers are loyal subscribers. Newsletter swaps huge in this genre.
Libraries (OverDrive)	☐	**MEDIUM**	Cozy mystery is the #1 library genre. Steady passive income.
Spotify Audiobooks	☐	**LOW**	Growing platform but still early for audiobooks.

Nyx Thorne (Explicit Dark Paranormal) — Restricted Platforms

Platform	Eligible?	Priority	Why
Email List	☐	**HIGH**	THE growth channel for explicit romance. Build immediately.
BookTok	☐	**HIGH**	#DarkRomanceBookTok has 4.2B+ views. Promote the book, not the content.
Patreon / Ream	☐	**MEDIUM**	Exclusive chapters, early access. Explicit content welcome.

YouTube	☐	**NO**	Explicit content violates YouTube Community Guidelines.
Spotify Audiobooks	☐	**NO**	Explicit audiobook content restricted.

Module 5: Revenue Architecture

Revenue by Channel (Last 6 Months)

Channel	Revenue	% of Total	Trend
KDP Sales (Ebook)	$6,420	43%	Stable
KENP / Kindle Unlimited	$4,890	33%	↑ **Growing**
Wide Ebook (D2D)	$780	5%	Flat
Audiobook (ACX)	$1,517	10%	Stable
German Translations	$1,240	9%	↑ **Growing**
TOTAL	**$14,847**	**100%**	

KU vs. Wide Analysis

Currently 4 A.M. Rivers standalones are distributed wide via D2D, earning $780/6mo across Apple ($340), Kobo ($220), B&N ($140), and Google Play ($80). The same titles earned $0 in KENP because they're not KU-enrolled.

Recommendation: At $780/6mo, these titles are underperforming wide. Estimated KENP revenue if enrolled in KU: $1,100-1,400/6mo based on genre KENP rates. Consider moving back to KU unless you're building a long-term wide strategy with marketing support (email list, BookBub deals, Apple pre-orders).

ACX-Exclusive vs. Wide Audio

The 3 A.M. Rivers audiobooks are ACX-exclusive (40% royalty), earning $1,517/6mo. Going wide through INAudio/Findaway would reduce the Audible royalty to ~25% but open 30+ additional platforms.

Recommendation: Stay ACX-exclusive for now. At current volume, the 40% royalty outweighs the multi-platform upside. Revisit when audiobook catalog reaches 8+ titles.

Module 7: Pen Name Portfolio Strategy

Pen Name Tiers

Pen Name	Age	6-Mo Revenue	Tier	Strategy
A.M. Rivers	26 months	$9,057	**TIER 1: SCALE**	Max investment. Translations, audio, email list, fix RTR.
Maple Hart	14 months	$5,178	**TIER 2: GROW**	Launch audiobooks, start YouTube, build email list.
Nyx Thorne	4 months	$612	**TIER 4: NURTURE**	Keep publishing. Build BookTok. 6-month review.

⚠ **Important:** Nyx Thorne is only 4 months old. At $612 in revenue with 3 titles, this pen name is actually performing well for its age. Do NOT sunset or deprioritize. The 6-month maturity checkpoint (August 2026) will provide enough data to assess long-term viability.

Module 8: Prioritized 90-Day Action Plan

Days 1-30: Foundation

#	Action	Pen Name	Category
1	Set up MailerLite account with separate lists for A.M. Rivers and Maple Hart	Both	Email
2	Create reader magnet for A.M. Rivers (Sunset Harbor prequel novella)	A.M. Rivers	Email
3	Create reader magnet for Maple Hart (Pumpkin Hollow short story)	Maple Hart	Email
4	Rewrite Sunset Harbor Book 3 blurb to match B1-B2 tone	A.M. Rivers	RTR Fix
5	Audit Book 2 backmatter links (ensure they point to Book 3)	A.M. Rivers	RTR Fix
6	Set up BookTok account for Nyx Thorne	Nyx Thorne	Social
7	Research ACX narrators for Pumpkin Hollow series	Maple Hart	Audio

Days 31-60: Build

#	Action	Pen Name	Category
8	Launch A.M. Rivers newsletter with lead magnet	A.M. Rivers	Email
9	Launch Maple Hart newsletter with lead magnet	Maple Hart	Email
10	Submit 3 newsletter swap requests (romance authors in same heat level)	A.M. Rivers	Email
11	Commission Sonnenhafen Buch 4 translation	A.M. Rivers	Translation
12	Post 8-12 BookTok videos for Nyx Thorne (#DarkRomanceBookTok)	Nyx Thorne	Social
13	Begin Pumpkin Hollow Book 1 audiobook production	Maple Hart	Audio
14	Apply for BookBub Featured Deal on Sunset Harbor Book 1	A.M. Rivers	Promo

Days 61-90: Scale

#	Action	Pen Name	Category
15	Evaluate wide vs KU decision for A.M. Rivers standalones (based on 30-day KU test data)	A.M. Rivers	Strategy
16	Commission Sonnenhafen Buch 5 translation	A.M. Rivers	Translation
1	Launch Pumpkin Hollow audiobooks (Books 1-	Maple Hart	Audio

7	2) on ACX		
1 8	Start YouTube channel planning for Maple Hart audiobook content	Maple Hart	YouTube
1 9	Publish Nyx Thorne Book 4 (maintain publishing velocity)	Nyx Thorne	Catalog
2 0	6-month newsletter growth check — target 500+ subscribers per pen name	Both	Email

Appendix

Methodology

- Revenue data sourced from KDP Royalties Estimator (.xlsx) covering Jul 2025 – Dec 2025
- KENP revenue estimated at $0.0045/page (current average rate)
- Read-through calculated using combined revenue (sales + KENP), not units
- Wide ebook data from Draft2Digital export (.csv)
- Audiobook data from ACX sales report
- German translation revenue extracted from KDP data using German pen name and ASIN mapping
- Market research via web research (labeled), no K-Lytics reports provided
- Pen name age calculated from first sale date in KDP data

Data Sources

Source	Format	Date Range	Status
KDP Royalties Estimator	.xlsx	Jul 2025 – Dec 2025	☐ Parsed
Draft2Digital	.csv	Jul 2025 – Dec 2025	☐ Parsed
ACX Sales Report	.csv	Jul 2025 – Dec 2025	☐ Parsed
Publisher Rocket	Not provided	—	☐ Web research used
Book Report	Not provided	—	☐ Monthly KDP aggregates used
K-Lytics	Not provided	—	☐ Web research used
YouTube Studio	Not provided	—	N/A (no channel yet)

Series Mapping

English Series	Foreign Series	Language	Books Translated
Sunset Harbor (5 books)	Sonnenhafen (3 books)	German	Books 1-3 of 5

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Your report will contain your actual data, pen names, and personalized recommendations.