

01 Strategy

Kingdom Wife Blueprint — Strategy

Why this exists. Who it serves. How it competes. Where the revenue comes from.

The thesis

Christian women's publishing is full. Marriage advice is full. Devotionals are full. What's missing is **a faith-aware, structurally rigorous resource for women who already know they're Christians and already know they're married — and who are tired of advice that pretends marriage is solvable through more cheerfulness.**

Sandi's audience isn't trying to figure out Christianity. They're trying to figure out their marriage *inside* their Christianity, and they need someone who:

- Doesn't say "precious sister" or "beloved in the Lord"
- Doesn't sell quick fixes or "ten ways to a happier marriage"
- Doesn't pretend the work is finishable in 21 days
- Does treat them like adults who've been around long enough to spot pretense
- Does ground the work in a specific theological frame (Three Truths) that earns its weight

That voice is rare. That voice is Sandi's. The Kingdom Wife Blueprint is the productized version of it.

Audience definition (locked)

Segment	Description
Primary	Christian married women, ages 30s–60s · married 5+ years · midwest/south US heavy · evangelical or conservative-mainline · church-attending
Secondary	Pastor’s wives · women’s ministry leaders · counselors who recommend material to clients · adult daughters of the primary segment buying for their mothers
Tertiary	Women considering marriage · re-married women · widowed/divorced women revisiting their first marriage in retrospect — these come in via Tier 1 (book) and are welcomed but the content is calibrated for the primary

Positioning vs. shelf competitors

Competitor	Their angle	Where they leave room
<i>Love & Respect</i> (Eggerichs)	Communication-pattern fix; Eph 5 frame	Single-thesis · doesn’t address identity layer · 20+ years old · audience aging out
<i>The Excellent Wife</i> (Peace)	Conservative-leaning · Proverbs 31 · obedience frame	Tone alienates younger primary segment · missing the wholeness-before-partnership thread
<i>Sacred Marriage</i> (Thomas)	“Marriage to make you holy not happy” · single-thesis	Doesn’t give the woman an identity-first frame · light on practice
<i>Boundaries in Marriage</i> (Cloud/Townsend)	Therapeutic frame · clinical	Light on theology · women want both, not either-or
Various devotional-style books	Daily-reading rhythm	Low theological depth · no structural payoff · forgotten in a month

The Kingdom Wife Blueprint slot: identity-first + theologically rigorous + practically usable + voice-specific. None of the competitors hold all four.

Revenue model

Tier 1 — Book Reader (front door)

- KDP paperback ~\$14.99 · Kindle ~\$4.99 · royalties standard
- Goal: quality acquisition · entry path · funnel into Tier 2
- Conversion target: 10–15% of book buyers join Tier 2 within 90 days

Tier 2 — Course Member (core revenue)

- \$197 one-time OR \$29/mo (12-month commitment)
- Full Four Realms course (Inner Life · Relational Dynamics · Practical Authority · Spiritual Leadership)
- Journal prompt library
- Scripture anchor library (cross-referenced with `_skills/scripture-anchor-finder/SKILL.md`)
- Conversion target: 5–8% of book buyers; 25% of those upgrade to Tier 3

Tier 3 — Cohort Member (premium)

- \$79/mo rolling · monthly 90-min group call · accountability partner matching · quarterly 3-hour deep session
- Cap at 30 women per cohort to preserve intimacy
- Multiple cohorts run concurrently as audience scales
- Highest LTV; also the testimonial engine for Tier 1/2 marketing

12-month revenue projection (conservative)

Quarter	Tier 1 (book)	Tier 2 (course)	Tier 3 (cohort)	Total
Q1 (post-launch)	500 books × \$4 royalty avg = \$2,000	50 × \$197 = \$9,850	12 × \$79 × 3 mo = \$2,844	\$14,694
Q2	300 × \$4 = \$1,200	40 × \$197 = \$7,880	30 × \$79 × 3 = \$7,110	\$16,190
Q3	250 × \$4 = \$1,000	35 × \$197 = \$6,895	45 × \$79 × 3 = \$10,665	\$18,560

Quarter	Tier 1 (book)	Tier 2 (course)	Tier 3 (cohort)	Total
Q4	$400 \times \$4 = \$1,600$ (holiday lift)	$50 \times \$197 =$ \$9,850	$60 \times \$79 \times 3 =$ \$14,220	\$25,670
Y1 total	\$5,800	\$34,475	\$34,839	\$75,114

Numbers conservative. No paid ads in Y1; growth is from KDP discovery, podcast guesting, organic referral. Tier 3 stickiness is the lever — if average tenure is 9 months instead of 3, Y1 revenue ~\$130K.

Competitive moat

1. **Voice that can't be commodified.** The exact mentor-warmth Sandi writes in is hard to replicate without 20+ years of life and ministry experience. AI-generated competitors will sound generic.
2. **Three Truths as locked theological spine.** Most women's-publishing competitors don't have a defended theology; they're just emotional registers. Sandi's frame is defensible and citable.
3. **Cohort structure.** Books are discoverable via search; cohorts are discoverable via referral. Once 30 women are in a cohort and writing testimonials, the funnel feeds itself.
4. **Existing infrastructure.** PHP + IONOS + MySQL is paid-for and operational from DFI Training Academy. Marginal cost of adding KWB platform is server load only — no new vendor.

What kills this

- **Voice drift** — if marketing copy or course content slips into “precious sister” register, the differentiator collapses. Voice-keeper-sandi skill enforces this; CI gate on every commit.
- **Cohort mismanagement** — 30 women per cohort is the cap for a reason. Larger cohorts feel like a webinar; smaller cohorts feel like a friendship she has to maintain. Stick to 30.
- **Trying to be everything to everyone** — turning the platform into a “Christian women's wellness app” or adding parenting content or finance content dilutes the spine. Keep it Kingdom Wife.
- **Premature scale** — running paid ads before the organic loop closes burns cash. Wait for the cohort flywheel.

Cross-references

- `_knowledge/KINGDOM_WIFE_MASTER_OUTLINE.md` — book outline
- `02_action_plan.md` — what ships when
- `04_system_architecture.md` — the platform stack
- `_skills/kdp-ad-copy-writer/SKILL.md` — marketing copy
- `_skills/email-sequence-builder/SKILL.md` — onboarding sequence
- `_skills/kingdom-wife-membership-platform/SKILL.md` — platform spec