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Topic

Leveraging Artificial Intelligence for Creative Entrepreneurship - A Case Study in AI-Assisted Novel Development and Digital Self-Publishing

Background

As an MBA lecturer, I navigate a complex tension regarding AI use in education. While I discourage students from using AI tools to generate their assessable work, a position grounded in academic integrity, I simultaneously encourage them to leverage AI for research purposes in ways that reflect real-world business practices, provided they cite and reference appropriately.

I have personally used ChatGPT and Claude AI to prepare lecture content but recognized the need to deepen my own understanding and proficiency with these tools to better serve my students and professional development.

Beyond my academic career, I have cultivated a passion for writing novels that explore distinctive aspects of American society. During the COVID-19 lockdowns, I completed a novel set against the backdrop of a Gilded Age society wedding in New York in 1911. After finishing the manuscript, I pursued traditional publishing routes. Although I was intrigued by the possibilities of digital self-publishing through Amazon, my literary agent advised against it.

By 2025, the unconventional domestic and international actions of the second Trump administration had profoundly unsettled American society. Compelled by both the dramatic political moment and my professional interest in AI applications, I embarked on writing and publishing my second novel, *Horror Stories, 2025*. This 70,000-word narrative spans 24 chapters and follows a Harvard MBA graduate through the tumultuous six months from Trump's inauguration in January 2025 through July of that year.

This paper documents the writing journey with support from AI bots.

Donald Trump served as President of the United States from 2017 to 2021. After losing his bid for re-election to Joe Biden in November 2020, he launched another presidential campaign that culminated in victory in November 2024. His campaign centred on the slogan "Make America Great Again," with corresponding promises to deliver on that vision. Supporting this agenda was Project 2025, a comprehensive policy blueprint developed by a coalition of conservative Republicans to advance these objectives.

On his first day in office, he signed 26 Executive Orders. Notable was the release from prison of the over 1000 individuals who were involved with the storming of the Congress, January 6th, 2021. Another was the creation of a new federal government agency to rein in costs throughout the public administration. The Department of Government Efficiency, (DOGE) it was to have as its director, Elon Musk, the entrepreneur and a financial supporter of President Trump's election campaign. Also of note was the campaign promise to rid the USA of illegal immigrants. This was to be enforced by operatives in the department for Immigration and Customs Enforcement (ICE).

Abstract

This action research study examines AI-assisted creative entrepreneurship through the development and publication of a 60,000-word political novel, *Nightmares, The United Mistakes of America, 2025*. Utilizing Claude AI and ChatGPT as collaborative tools, the research documents a five-phase framework spanning conceptual development through market preparation. The study demonstrates AI's function as a creative multiplier rather than replacement, enabling rapid exploration of narrative possibilities while maintaining thematic consistency across 24 interconnected chapters. Key findings reveal critical quality control points requiring human oversight, particularly for tonal authenticity and cultural sensitivity. AI-generated marketing strategies proved valuable for audience identification and platform-specific content optimization, though risks of over-polished content necessitated human curatorial judgment. The research contributes to entrepreneurship theory by illustrating how AI tools democratize creative content production with minimal capital investment, offering a replicable framework for digital publishing ventures. Implications extend to broader transformations in creative industry structures through AI-enabled entrepreneurial models.

Research Context and Significance

The convergence of artificial intelligence and creative industries represents a paradigm shift in entrepreneurial opportunities, particularly in the democratization of content creation and publishing (Sophocleous, 2025). While traditional publishing models have historically required substantial gatekeeping mechanisms, advances in large language models and digital publishing platforms have created unprecedented opportunities for individual entrepreneurs to develop, produce, and distribute creative content with minimal capital investment.

This study addresses a critical gap in entrepreneurship research by examining how AI tools can be leveraged not merely as efficiency enhancers, but as genuine creative collaborators in the development of commercially viable intellectual property (Sarker et al., 2024). The research contributes to emerging literature on AI entrepreneurship, digital content creation, and the evolving landscape of creative industries (Chukwuka & Igweh, 2024).

Methodology and AI Collaboration Framework

The research employed an action research methodology, documenting the iterative process of AI-human collaboration over the course of the novel's development (Hutson, 2025). The primary AI tool utilized was Claude_AI, selected for its advanced reasoning capabilities and extended context window suitable for maintaining narrative consistency across multiple chapters.

The collaboration framework developed through this project consists of five distinct phases:

Phase 1: Conceptual Development

Initial brainstorming sessions with AI to develop thematic coherence, character archetypes, and narrative structure. This phase revealed AI's particular strength in identifying thematic connections and suggesting structural frameworks that maintain reader engagement across episodic content (Doshi & Hauser, 2024).

An early interaction with Claude_AI was a question that I posted in May 2025. Here is the narrative between us. Claude's response, including a chapter of around 4000 words took less than 20 seconds to craft.

Question to Claude-AI and the response.

Hi Claude. Last Friday you crafted an excellent chapter for my novel, Nightmares, The United Mistakes of America. To refresh your memory, Sarah Chen earned her Harvard MBA and secured a position at McKinsey following a successful internship. Her Venezuelan parents immigrated to America on study visas, becoming US citizens after her father Luis graduated from Wharton. Luis built a highly successful tobacco import enterprise in Miami, specializing in premium Cuban cigars from Central America, and became an active Republican Party leader in Florida.

Sarah grew up in a mansion-like home, constantly hosting relatives, business associates, and friends from Venezuela and Central America, many seeking permanent refuge from unstable societies. As a high-performing student, she studied economics at Wharton, her father's alma mater. She was deeply inspired by Bill Gates's 2007 Harvard commencement speech on corporate social responsibility, shown by her high school careers counselor.

At Harvard, Sarah excelled academically, earning recognition on the Dean's List. There she fell in love with Ming Chen, a mainland Chinese student, marrying him after graduation as he sought American citizenship and a Wall Street career.

I want to base the Novel around Sarah Chen, a consultant working at McKinsey and Co. Can you write a 4000 word first chapter. Here is an outline of how I want the first chapter to be based around. Over to you, with thanks, Paul.

Claude's reply

I've crafted a 4,000-word opening chapter that establishes Sarah Chen's background and sets the stage for her journey from McKinsey to DOGE. The chapter incorporates all the elements from your outline:

Key elements included:

- Sarah's parents Luis and Isabella Pérez from Venezuela, with Luis building a successful tobacco import business
- The family's affluent lifestyle in Coral Gables, Miami

- Luis's Republican political connections and influence
- Sarah's educational journey from valedictorian at high school through Wharton (economics) to Harvard MBA
- The inspiration from Bill Gates's 2007 Harvard commencement speech about corporate social responsibility
- Her marriage to Ming Chen, a Chinese immigrant working on Wall Street
- The family dynamics and expectations placed on Sarah as a representation of immigrant success

Narrative approach:

- Opens with Sarah preparing to leave for Washington and her DOGE position
- Uses the conversation with her father as a framing device to reveal backstory
- Explores the themes of privilege, expectation, and the weight of representation
- Establishes the complexity of Sarah's motivations and the challenges ahead
- Sets up the tension between private sector efficiency and public sector realities

The chapter establishes Sarah as a complex character caught between family expectations, personal ambition, and genuine desire to make a positive impact—setting her up perfectly for the challenges she'll face in the DOGE chapter you've already written.

Phase 2: Character and World Building

Systematic development of protagonist Sarah Chen's journey from corporate consultant to political refugee, utilizing AI's capacity for maintaining character consistency while exploring complex socio-political themes (Guo et al., 2025). The AI demonstrated particular value in creating realistic professional contexts (McKinsey & Company, DOGE) and authentic dialogue reflecting various cultural perspectives.

Phase 3: Narrative Architecture

Development of the 30-chapter interconnected structure, where each chapter functions as both standalone horror story and component of the larger narrative arc. AI proved invaluable in maintaining continuity while allowing each chapter to explore distinct aspects of contemporary political horror (Hwang, 2025).

Much of the background content for each chapter was sourced from blogs that specifically followed the constant stream of actions from President Trump and his cabal of loyal henchmen. There was a plethora of these to draw from.

Phase 4: Content Generation and Refinement

In posting a request to the blog it is important to include data relevant to the story. In this project, all requests included a copy of the synopsis of the novel.

Collaborative writing processes where AI generated initial drafts based on detailed prompts, followed by human editing for voice, authenticity, and artistic vision (Nguyen et al., 2024).

This phase revealed optimal prompt engineering strategies for creative content and established quality control protocols.

As the content grew, the chief protagonists, Sarah and Ming Chen, began their own blog, naturally entitled *Horror Stories 2025*. This provided the framework to bring in associate bloggers including Alina, Ming's sister from China, and a retired military surveillance officer. Sarah's father Luis Perez appears periodically to dialogue his growing delusion with the republican party, and in particular, the President who he once idolised and supported financially.

Phase 5: Publishing and Market Preparation

Marketing is a core component of the entrepreneurial process. In this phase, AI was used as a support tool for auxiliary content creation, including synopsis development, marketing copy, social media scheduling, and metadata optimisation for Amazon's algorithm, with assistance from ChatGPT and Claude AI (Sophocleous, 2025). AI enabled publisher-level marketing practices without the resources or delays associated with traditional publishing. It supported audience identification by analysing reader interest in political fiction, near-future narratives, and institutional collapse, allowing messaging to be targeted with greater precision. AI also facilitated rapid creation and testing of promotional materials across platforms, reducing financial risk by identifying effective copy and visuals before scaling campaigns. However, reliance on AI presents limitations, including the risk of over-polished or generic messaging, over-targeting narrow audiences, and diminished authorial voice. AI output requires strong editorial oversight, particularly when addressing politically sensitive material. Used strategically, AI functions as an engine rather than a compass, amplifying the author's intent while preserving authenticity and creative control.

Key Results and Entrepreneurial Insights

As an academic teaching marketing principals, the temptation was to utilize established experiences to formulate a marketing program for *Horror Stories 2025*. However, because this process was about utilizing AI to formulate the crafting of a creative product, and to bring it to market, a request was put to Chat GPT to provide a marketing strategy (Grewal et al., 2025).

As was the practice in this project, a comprehensive request was put to the bot. It was:

Please can you make the following text more readable. We want to post this text in the comments sections in bots that narrate stories about Trump and his ill-conceived actions.

It had to happen! There's a novel published in Amazon, "*Horror Stories 2025*". It's a novel about Sarah and Ming Chen, Harvard MBA graduates who become entangled with countless horrid experience that are the result of trump's ill-conceived actions this year. The author is Adwina Luis, from Ecuador. She studied hospitality in the USA. Back in her home country she secured employment with a caterer, servicing prisoners in one of the hastily erected camps for people expelled by ICE. Adwina was horrified to find many of the detainees were American citizens whose lives in the USA were completely uprooted. So saddened, she used

AI bots to research data, and this led her to write "Horror Stories 2025" and publish it on Amazon. Digital and paperback copies at affordable prices. Chapters 1 and 2 are posted in her blog.

[The ChatGPT dialogue continues as in original document...]

AI-Assisted Marketing Strategy Development

The marketing development process revealed how generative AI transforms content creation and campaign optimization for digital publishing ventures. AI functioned as both a strategic advisor and tactical execution tool, enabling the rapid development of platform-specific content while maintaining consistent brand messaging across multiple channels (Grewal et al., 2025).

The dialogue with ChatGPT demonstrated AI's capacity for audience identification and targeting. Rather than relying on intuition or expensive market research, the AI analyzed genre conventions, reader demographics, and platform-specific engagement patterns to identify optimal audience segments (Beyari & Hashem, 2025). This personalization capability extended to content adaptation, where a single marketing message could be transformed into multiple platform-optimized versions—each tailored to the specific conventions and audience expectations of Amazon Ads, Instagram, X (Twitter), LinkedIn, and blog formats.

However, the research also identified critical limitations in AI-driven marketing approaches. The risk of over-polished, "machine-finished" content that lacks authentic human connection emerged as a significant concern, particularly for politically charged content requiring genuine conviction and emotional resonance. The optimal approach combined AI's efficiency in generating multiple content variations with human curatorial judgment to ensure authenticity and emotional impact (Vinerean & Opreana, 2024). This finding reinforces the importance of maintaining human voice and editorial oversight even when leveraging AI's content generation capabilities.

The research yielded several significant findings relevant to AI-enabled entrepreneurship (Obschonka et al., 2025):

Creative Multiplier Effect

AI functioned not as a replacement for human creativity but as a sophisticated multiplier, enabling rapid exploration of creative possibilities that would have been prohibitively time-intensive for individual creators (Doshi & Hauser, 2024). The AI's ability to maintain thematic consistency across 24 interconnected narratives while generating culturally authentic dialogue and realistic professional scenarios demonstrated its value as a creative force multiplier.

Quality Control Mechanisms

The study identified critical quality control points where human oversight proved essential. While AI excelled at maintaining plot consistency and generating authentic dialogue, human intervention was crucial for tonal authenticity, cultural sensitivity, and artistic vision (Guo et al., 2025). The optimal collaboration model emerged as AI-generated content with human curatorial oversight.

Market Validation Through AI

The AI's analysis capabilities proved valuable in market research, identifying genre conventions, target audience preferences, and competitive positioning strategies (Sophocleous, 2025). This finding suggests AI can serve dual functions in creative entrepreneurship - both as content generator and market analyst.

Scalability Implications

The process demonstrated remarkable scalability potential. The frameworks developed for this 24-chapter novel could theoretically be applied to series development, multimedia content creation, or rapid prototyping of creative concepts for market testing (Chukwuka & Igweh, 2024).

Commercial Outcomes and Digital Publishing Strategy

The completed novel was successfully published through Amazon's Kindle Direct Publishing platform, utilizing AI-optimized metadata and category selection. The publishing strategy incorporated AI-generated marketing copy and keyword optimization, demonstrating the end-to-end entrepreneurial potential of AI-assisted creative ventures.

Revenue analysis revealed that AI-assisted creative entrepreneurship can achieve positive ROI with minimal capital investment, primarily requiring time investment and strategic AI tool utilization rather than traditional publishing industry capital requirements.

The process of self-publishing *Horror Stories 2025* with a posting on Kindle Publishing (Amazon) was at times clumsy, but achievable. However, the self-publishing industry soon picked up on this through their algorithms, and I was at times deluged with offers from what the publishing industry refers to as vanity publishers. Some have titles similar to the more traditional publishers like Penguin et al. They offer enticing publishing programs and promising outcomes in the process of signing the naïve author, before revealing their fee structures. The message here for the budding author as I was, is to politely thank the said party for their interest and decline their generous offer.

By this stage I did what every entrepreneur should do, and that is to collaborate with others who have expertise that can add value to the project. In my case I invited a fellow academic, who was between positions, and who had digital marketing and English language expertise to join my project. We agreed on a realistic share of revenues post publishing expenses and for his services at no charge.

From this point on, all marketing decisions and actions only took place following consensus.

In weekly meetings we discussed the effectiveness of our presence on Amazon, promotion to the hosts of the growing numbers of blogs dedicated to the same interest as we had, and through our own social media channels including Facebook, LinkedIn and our personal email lists.

Moving forward several marketing issues required attention. One was about changing the title of the book to make searching by potential readers more effective. Another was to explore alternative digital marketing channels such as Books By. And when canvassing traditional hard copy publishers, we learnt that their interest was for a larger manuscript; over 70,000 words.

Audio Version

Throughout the marketing phase it became apparent that potential customers were more likely to purchase if an audio version of the book was available. We were faced with two alternatives. Use a genuine voice to narrate the content. Financially out of the question. Alternatively, we chose to use an AI tool to generate this version. Here the cost was time spent, producing an audiobook on a strict budget became an exercise not only in media production, but in creative entrepreneurship and self-evaluation. Entering the process, I initially viewed the audiobook as a supplementary product—an extension of the written text. However, the constraints of limited financial resources quickly reframed my understanding of the audiobook as a distinct media form, requiring its own creative, technical, and strategic considerations.

The most immediate challenge was narration. Professional narration was financially unviable, which led me to explore AI-assisted voice tools as an alternative. While these technologies reduced production costs, they revealed limitations that are often obscured in discussions of automation and efficiency. Achieving natural pacing, emotional nuance, and listener comfort required extensive experimentation. This challenged my assumption that technology could easily replace human labour. Instead, the process demonstrated that low-cost automation often shifts labour rather than eliminating it, transferring responsibility for quality control directly to the creator.

Editing and post-production further reinforced this shift. Working with budget-friendly tools meant that tasks such as correcting pronunciation, managing pauses, and segmenting chapters became time-intensive and mentally demanding. At times, this led to frustration and creative fatigue, particularly when the audio did not immediately meet my expectations. However, this experience deepened my understanding of creative entrepreneurship as a practice rooted in persistence and problem-solving rather than polished outcomes. I learned to reassess my standards, focusing on clarity and listener engagement rather than technical perfection.

A second discovery was that because the book was about Trump and his administration, there was a disincentive to purchase because of the requirements by ICE to scan the social media content of individuals travelling into the USA.

Theoretical Contributions

This research into the utilization of AI for entrepreneurial purposes contributes to several theoretical frameworks:

Resource-Based View (RBV)

The study demonstrates how AI capabilities can be configured as strategic resources, providing sustainable competitive advantages in creative industries through unique human-AI collaboration models (Hutson, 2025).

Effectuation Theory

The iterative, opportunity-driven development process exemplifies effectuation principles, where available AI means shaped creative possibilities rather than predetermined goals driving tool selection (Obschonka et al., 2025).

Innovation Ecosystems

The research illuminates how AI tools function within broader innovation ecosystems, connecting creative content development with distribution platforms, market analytics, and audience development systems (Sarker et al., 2024).

Limitations and Future Research Directions

The study acknowledges several limitations, including the single-case methodology and focus on one AI platform. Future research should examine comparative effectiveness across different AI tools, collaborative processes with multiple creators, and longitudinal market performance analysis.

The research also identifies important ethical considerations regarding AI attribution, intellectual property rights, and the evolving definition of authorship in AI-collaborative works (Whitaker, 2024).

Practical Implications for Entrepreneurs

The findings offer actionable insights for creative entrepreneurs considering AI integration:

1. **Strategic AI Selection:** Different AI tools offer varying strengths for creative collaboration
2. **Quality Control Protocols:** Human oversight remains essential at specific creative junctures (Guo et al., 2025)
3. **Market Integration:** AI capabilities extend beyond content creation to market analysis and optimization (Sophocleous, 2025)
4. **Scalability Planning:** AI-assisted creative processes offer significant scalability advantages for entrepreneurial ventures (Chukwuka & Igweh, 2024)

Risk management. An essential requirement for developing creative content through the utilization of AI tools is for the entrepreneur or developer to maintain a log containing all of the dialogue with the blog. The creator must guard against unforeseen consequences of the creative process, and records of the creative process are essential, and simply to maintain through simply copying and pasting into a journal.

Conclusion

This research demonstrates that AI-assisted creative entrepreneurship represents a viable and potentially lucrative business model, particularly in digital content creation (Obschonka et al., 2025). The successful development and publication of "Horror Stories - 2025" through AI collaboration provides a replicable framework for creative entrepreneurs seeking to leverage artificial intelligence technologies.

The study contributes to entrepreneurship theory by documenting how AI tools can function as creative collaborators rather than mere efficiency enhancers, potentially democratizing access to creative industries while maintaining quality standards through strategic human-AI collaboration models (Hutson, 2025; Sarker et al., 2024).

The implications extend beyond individual entrepreneurship to suggest broader transformations in creative industry structures, potentially reshaping traditional publishing, entertainment, and content creation ecosystems through AI-enabled entrepreneurial ventures.

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Keywords: Artificial Intelligence, Creative Entrepreneurship, Digital Publishing, Human-AI Collaboration, Innovation, Content Creation, Self-Publishing

Appendix 1:

Dialogue with an AI bott when crafting tactics in a marketing plan. After requesting relevant assistance for this, ChatGPT said:

Great! Here are a few short, varied versions you can drop into different Trump-narration threads without sounding repetitive:

Version 1 – Hook First

Trump’s chaos has even inspired fiction. Check out “Horror Stories 2025” on Amazon — a novel about two Harvard MBA grads, Sarah and Ming Chen, who get trapped in a nightmare created by his reckless actions. Written by Ecuadorian author Adwina Luis, who saw firsthand how ICE camps even held American citizens. Paperback and digital copies are out now. First 2 chapters are free on her blog. Contemporary American Horror: 24 Interconnected Tales | Horror Stories 2025

Version 2 – Author Focus

Ecuadorian author Adwina Luis has turned real-life horrors into fiction. After working in a catering job for an ICE detention camp (where even U.S. citizens were locked up), she was inspired to write “Horror Stories 2025.” The book follows Sarah and Ming Chen as Trump’s latest blunders turn their lives upside down. Available on Amazon — digital and paperback. Sample chapters on her blog. Contemporary American Horror: 24 Interconnected Tales | Horror Stories 2025

Version 3 – Quick & Punchy

It had to happen: Trump’s disasters are now a novel. “Nightmares The United Mistakes of America” tells how Sarah and Ming Chen are swept into nightmare scenarios caused by his reckless moves. Written by Ecuadorian author Adwina Luis, inspired by real ICE camps. On Amazon now — with free chapters on her blog. Contemporary American Horror: 24 Interconnected Tales | Horror Stories 2025

Version 4 – Dramatic Tease

From Trump’s chaos to terrifying fiction: “Horror Stories 2025.” Sarah and Ming Chen, two Harvard MBA grads, are dragged into a whirlwind of disasters sparked by his ill-conceived actions. Author Adwina Luis saw the human cost of ICE camps herself — and turned it into a gripping novel. Find it on Amazon (digital & paperback), with the first 2 chapters free online.

Contemporary American Horror: 24 Interconnected Tales | Horror Stories 2025

Do you want me to also shorten one of these into a tweet/X-friendly version (under 280 characters) so you can drop it on social media too?

You said: Yes. X will be a good site for promotion.

ChatGPT said:

Perfect — here are some X-friendly posts (under 280 characters) you can use for promotion:

Tweet 1 – Direct Hook

Trump’s chaos turned into fiction: Horror Stories 2025. Sarah & Ming Chen, Harvard MBA grads, are trapped in disasters from his reckless moves. By Adwina Luis, inspired by real ICE camps. On Amazon (ebook & paperback). Free chapters on her blog.

Tweet 2 – Author Focus

Ecuadorian author Adwina Luis saw ICE camps holding even U.S. citizens. Shocked, she wrote Horror Stories 2025 — a novel where Trump’s blunders ruin lives. Out now on Amazon. First 2 chapters free on her blog.

Tweet 3 – Punchy & Viral Style

It had to happen. Trump’s disasters are now a novel. Horror Stories 2025 by Adwina Luis follows Sarah & Ming Chen as their lives collapse in his chaos. Digital & paperback on Amazon. First chapters free online.

Would you like me to also create a thread format (a few linked posts in a row) for X that tells Adwina’s backstory and teases the novel, so readers get pulled in more gradually?

You said: ok. try this

ChatGPT said:

Here’s a Twitter/X thread draft you could post — it builds suspense, tells Adwina’s story, and ends with a call-to-action:

Post 1

It had to happen. Trump’s chaos is now a novel. 

👉 Horror Stories 2025 just dropped on Amazon.

Post 2

The story follows Sarah & Ming Chen, two Harvard MBA grads who get caught in terrifying events — all sparked by Trump’s reckless actions in 2025.

Post 3

The author? Adwina Luis from Ecuador. 

She studied hospitality in the USA, then returned home to work catering for an ICE detention camp.

Post 4

What shocked her most: many detainees weren’t foreigners. They were American citizens whose lives were ripped apart.

Post 5

Horrified, she turned to AI tools for research. Out of that came Horror Stories 2025 — part reality, part fiction, 100% chilling.

Post 6

It's available now on Amazon (digital & paperback at affordable prices).

Want a taste?

👉 The first 2 chapters are free on her blog.

#HorrorStories2025 #Trump

Would you like me to also add suggested hashtags (beyond Trump) that could help you reach readers interested in politics, dystopian fiction, or resistance lit?

You said: Yes, suggested hashtags would help.

ChatGPT said:

Great — here's a set of suggested hashtags you can mix and match depending on whether you want to target political readers, fiction fans, or general X audiences:

◆ Politics / Trump-related

#Trump #TrumpChaos #NeverTrump #Politics #AmericanNightmare #StopTrump

◆ Dystopian & Fiction Readers

#DystopianFiction #PoliticalThriller #HorrorStories2025 #SpeculativeFiction #DarkFiction
#BookRecommendation

◆ General Book Promotion

#AmReading #IndieAuthor #BookTok #ReadersOfX #BookLaunch #BookLovers

◆ Human Rights / ICE angle

#Immigration #HumanRights #ICE #Justice #VoicesUnheard

👉 A good rule: combine 1–2 political hashtags + 1–2 fiction hashtags + 1 promo hashtag per post (3–5 total), so you don't look spammy but still reach diverse audiences.

Would you like me to also design a few ready-made hashtag sets (like copy-paste bundles) for specific kinds of posts — e.g., one political-heavy, one bookish-heavy, one mixed?

You said: ok. do this

ChatGPT said:

Got it — here are some ready-made hashtag sets you can copy-paste directly into different posts, depending on your focus:

✅ Set 1 – Political Focus

#Trump #TrumpChaos #NeverTrump #AmericanNightmare #StopTrump

✔ Set 2 – Book Lovers Focus

#HorrorStories2025 #DystopianFiction #PoliticalThriller #AmReading #BookLovers

✔ Set 3 – Mixed (Politics + Fiction)

#Trump #HorrorStories2025 #DystopianFiction #SpeculativeFiction #BookRecommendation

✔ Set 4 – Human Rights Focus

#Immigration #HumanRights #ICE #Justice #VoicesUnheard

✔ Set 5 – Promo / Viral Push

#BookLaunch #IndieAuthor #ReadersOfX #DarkFiction #MustRead

Would you like me to also suggest a posting rhythm strategy (e.g., how often to post, when to reuse vs. rotate hashtags) so you don't get flagged as spam but still maximize reach?

You said: Posting rhythm strategy please.

ChatGPT said:

Perfect — here's a posting rhythm strategy for X so you can promote Horror Stories 2025 consistently without tripping spam filters or fatiguing readers:

 Weekly Rhythm

- 3–4 posts per week (not daily — keeps content fresh).
- Mix formats:
 - o 1 thread (storytelling, e.g., Adwina's journey).
 - o 1 short promo post (punchy, direct link).
 - o 1 engagement post (ask a question, e.g. "What's the scariest Trump policy you've seen?").
 - o Optional extra if news breaks about Trump — tie the novel into trending conversations.

 Timing

- Best posting windows:
 - o Morning (7–9 am EST) → U.S. commute readers.
 - o Evening (7–10 pm EST) → peak engagement hours.
 - o If you post 3x/week, try alternating mornings/evenings.

 Hashtag Rotation

- Rotate sets (from the bundles I gave you).
 - o Week 1: Political focus (Sets 1 + 3).

- o Week 2: Fiction/bookish focus (Sets 2 + 5).
- o Sprinkle in Human Rights set (Set 4) every 2 weeks for variety.
- Limit to 3–5 hashtags per post. Too many looks spammy.

Engagement Boosters

- End posts with a question or invitation to comment.
- o “Would you read this if it weren’t fiction?”
- o “What’s the wildest Trump story you’ve seen this year?”
- Reply to comments within the first hour — X’s algorithm rewards early interaction.

Recycling Content

- Don’t repost identical text. Rephrase slightly.
- Cycle back to the same core message every 3–4 weeks so it feels fresh but reinforces the brand.

Do you want me to also draft a 4-week content calendar (with specific post types + hashtag sets slotted in), so you’ve got a ready-to-go plan?

You said: Do the calendar please

ChatGPT said:

Excellent — here’s a 4-week content calendar you can follow to promote Horror Stories 2025 on X without looking repetitive. I’ve slotted in post types, hashtag sets, and timing suggestions.

4-Week Content Calendar for Horror Stories 2025

Week 1 – Political Hook

- Mon (Evening): Short promo post (punchy).
 - o Text: “It had to happen. Trump’s chaos is now a novel. Horror Stories 2025 → Amazon. First 2 chapters free on the blog.”
 - o Hashtags: Set 1 (Political).
- Thu (Morning): Engagement post.
 - o Question: “Which Trump policy do you think will be remembered as the most disastrous in 2025?”
 - o Hashtags: Set 3 (Mixed).

Week 2 – Fiction & Storytelling

- Tue (Evening): Thread (Adwina’s story — the ICE camp, how she wrote the book).
 - o Hashtags: Set 2 (Fiction) + 1 from Set 5.

- Fri (Morning): Book promo with reader hook.
- o Text: “MBA grads from Harvard, Sarah & Ming Chen thought they had a future. Then Trump’s 2025 chaos dragged them into horror.  Horror Stories 2025 — now on Amazon.”
- o Hashtags: Set 5 (Promo).

Week 3 – Human Rights Angle

- Mon (Morning): Post highlighting ICE camps.
- o Text: “Author Adwina Luis was horrified to find U.S. citizens in ICE camps. That inspired Horror Stories 2025 — fiction rooted in truth.”
- o Hashtags: Set 4 (Human Rights).
- Thu (Evening): Short promo with visual (cover image).
- o Hashtags: Set 2 (Fiction).

Week 4 – Mixed Focus

- Tue (Evening): Engagement post.
- o Question: “Do you think fiction can sometimes reveal the truth better than the news?”
- o Hashtags: Set 3 (Mixed).
- Fri (Morning): Thread (tease plot — Sarah & Ming Chen’s nightmare).
- o Hashtags: Set 1 (Political) + 1 from Set 2.

After Week 4

Repeat cycle, but:

- Swap wording in promo posts.
- Rotate hashtag sets differently.
- Drop in a post if Trump hits the headlines — link chaos to the book.

 This schedule gives you 8–9 posts per month, a healthy rhythm without spamming.

Do you want me to also draft ready-to-post text for each slot in Week 1, so you can copy-paste immediately?

Appendix 2

Preface generated by Chat GPT.

Sometimes the most terrifying horror stories are the ones that unfold not in haunted houses or supernatural realms, but in the corridors of power where real decisions shape real lives.

"Horror Stories - 2025: Trump's Legacy" presents twenty-four interconnected tales of contemporary American horror, not the kind featuring monsters and ghosts, but the far more unsettling variety that emerge when democratic institutions strain under the weight of authoritarian impulses, when families are torn apart by political ideology, and when the

American Dream becomes a nightmare for those caught in the crossfire of poorly conceived policies.

These stories follow Sarah Chen, a Harvard MBA and business analyst, as she navigates a world transformed by the Trump presidency's second term. From her perch at McKinsey & Company to her work within DOGE (the Department of Government Efficiency), from watching her Chinese-American husband Ming face detention by ICE agents to her removal from the White House press corps, Sarah's journey mirrors the experience of millions of Americans trying to maintain their moral compass in increasingly turbulent times.

The horror in these pages is not supernatural; it is bureaucratic. It is the horror of watching efficiency become cruelty, of seeing tariffs that were promised to help America instead burden American consumers and create absurd situations where even the penguins of Heard Island find themselves subject to U.S. trade policy. It is the horror of families divided not by geography or tragedy, but by political loyalty, as Sarah's Trump-supporting father Luis Perez, a Venezuelan refugee who built his American Dream through hard work, finds his worldview challenged by the very policies he helped elect.

What makes this collection particularly chilling is its grounding in recognizable reality. These are not far-fetched dystopian fantasies but extrapolations of actual policies and rhetoric. The reader will encounter Trump's real estate ambitions for post-conflict Gaza, witness the president's diplomatic failures from Vatican meetings to G7 summits, and observe how tech billionaires like Bezos and Zuckerberg navigate their relationship with power to protect their own interests.

The genius of framing these events as "horror stories" lies in the recognition that policy failures and institutional breakdowns create genuine terror for real families. When Ming, an American citizen and Harvard MBA, finds himself detained by immigration enforcement, the horror is not in jump scares or gothic atmosphere, it is in the slow-burning dread of living in a country where citizenship offers no protection from political scapegoating.

Throughout these twenty-four chapters, we see how authoritarian tendencies create ripple effects that extend far beyond the immediate victims. Sarah's journey from corporate consultant to DOGE employee to journalist to blogger traces the path of someone trying to maintain professional integrity while the very definition of truth becomes politicized. Her sister-in-law Alina, a Chinese student at Harvard, represents the broader international community watching America's retreat from its founding principles with growing alarm.

The horror here is also psychological. We witness the mental toll of living under constant uncertainty, the way families fracture along political lines, and the exhausting work of maintaining hope when institutions fail. The title "The Weight of History" for one chapter captures this perfectly, the burden of living through moments that will be judged harshly by future generations.

Yet this collection is not without hope. Sarah and Ming's escape to South Australia's Barossa Valley, where they find healing through wine country visits and YouTube comedy videos mocking the very system that traumatized them, suggests that laughter and distance can provide perspective. The book club discussions that conclude the volume point toward the possibility of community and shared understanding even in polarized times.

Perhaps most importantly, these stories recognize that comedy and horror often spring from the same source. The image of Trump's "poor taste of dress" at the Pope's funeral, or the acronym TACO (Trump Always Chickens Out) that Ming creates for Wall Street, demonstrates how humour becomes a survival mechanism in the face of political absurdity.

The real horror in these pages is not that these events are unimaginable, but that they are all too imaginable. In an era where reality often outpaces satire, where actual policies create genuine terror for vulnerable communities, and where the line between governance and performance art has been thoroughly erased, the horror genre provides the perfect framework for examining how power operates in contemporary America.

These are the horror stories of our time, not tales of things that go bump in the night, but of systems that break down in broad daylight, of institutions that fail the very people they were designed to protect, and of the resilience required to maintain humanity in the face of inhumane policies.

As you read these interconnected tales, remember that the true measure of horror is not whether it makes you scream, but whether it makes you recognize the world around you. The most effective horror has always held up a mirror to society's darkest impulses. In 2025, that mirror reflects an America many of its citizens no longer recognize, and that may be the most terrifying horror story of all.