You are at week 18
of something that takes forty.

Priya Shah · Promote review, August 2026 · 11 August 2026

SLOW, NOT WRONG. Output shipped every month, subscribers up 9.4x since May, clicks up, conversions up, money arriving. Nothing here needs changing. **The one thing to do before the next run: write the migration story.** It is the highest-value piece on your plan, it is the long-form version of the email earning £6.58 a click, and it has now been deferred for four months.

Weeks run	Subscribers	Clicks this period	Conversions
18	**386**	**143**	**4**
of ~40	was 232	was 51	was 2

THE FIVE NUMBERS, ACROSS FOUR RUNS

This is the fourth entry in the log, which is the first point at which any of this means anything. A single run is a photograph.

	WEEK 4	WEEK 9	WEEK 13	WEEK 18
Pieces shipped	2	2	2	3
LinkedIn posts	8	9	7	7
Subscribers	41	128	232	**386**
Clicks	6	24	51	**143**
Conversions, cumulative	0	1	2	4

Every one of those rows is going up, and clicks nearly tripled this period. That is not a business in trouble.

SLOW OR WRONG

Slow. Explicitly, on the numbers rather than on how you sound.

Wrong looks like: output shipped consistently for six months or more, with at least two of subscribers, clicks and conversions flat at close to zero. You have none of that. You have shipped every single month, and all three of those numbers are climbing.

THE NUMBER THAT SHOULD RECALIBRATE YOU

Week 18.

Almost everybody who asks whether this is working is at week nine of something that takes forty, and simply seeing the number changes the conversation. You are further along than that and still less than halfway.

Nine months of consistent output is the honest expectation for this model. You are at four and a half, with a list that has gone from nothing to 386 and £196.72 of commission that did not exist in April.

THE STALL

None of the five is present, and that is the finding rather than a dodge.

WALL	PRESENT?	WHY NOT
The three-month wall	No	Passed through it. Money started arriving in month 2
The three-hundred wall	No	The list is being asked to buy, and it is buying
The wrong-offer wall	No	Clicks and conversions are both climbing together
The wrong-audience wall	No	Subscriber growth is accelerating, not flat
The output wall	No	Shipped every month without exception

THE RISK THAT IS PRESENT INSTEAD

Not a wall, but it has now appeared in three separate documents, which is the definition of a pattern.

April, the content plan. FLAGGED

Ranked the migration story first of six pieces. Eight hours. Marked write this one first.

July, this log, week 13. FLAGGED AGAIN

"The migration story is still unwritten and it is the highest-value piece on the list." One thing for the period: write it. It was not written.

August, the commission audit. FLAGGED A THIRD TIME

"Article 1 is the long-form version of exactly this email and it is still unwritten. Write it this month." The email in question earns £6.58 a click, roughly double the top of the SaaS range, and produced both certified conversions.

You have shipped nine articles and not that one. This is not an output problem, because the output is there. It is a prioritisation problem, and the specific shape of it is that you are shipping the pieces that are easier to write than the piece that is worth the most.

I am not going to guess why. It may be that eight hours is hard to find in one block, or that writing about losing a client is less comfortable than writing about pricing. Either way, it is the same piece being deferred for the fourth month running, and it is the one thing on this page.

OUTSIDE YOUR CONTROL

One thing changed and it did not hit you, which is worth noting precisely because it so nearly did.

In June, Kinsta **withdrew commission on new Application and Database Hosting referrals** and halved the rate on existing ones to 5%. It appeared in a documentation page rather than in the affiliate agreement, and it was not announced.

You promote Managed WordPress Hosting, so this missed you entirely. It is still the clearest possible demonstration of why the commission audit keeps putting your 98% Kinsta concentration in bold. The programme demonstrably changes terms without telling anyone, and next time the category it changes might be yours.

THE HONEST SENTENCE

Whatever is actually true and unsaid, once, because nobody else will say it.

You are doing better than you think, and the instinct to ask whether this is working at week 18 is the thing to resist rather than act on.

Four months in you have a list of 386 people that did not exist, an email earning double the category benchmark, two certified conversions with two more accruing, a partner programme application that could be worth ten times the commission line, and a body of nine published articles. Most people who start this have quit by now, and the ones who quit almost all do it in this exact window, with numbers that were fine.

The one genuine criticism is on this page and it is a scheduling problem, not a strategy one.

> **ONE THING BEFORE THE NEXT RUN:** write the migration story. Not a shorter version, not a different piece. Eight hours, blocked out. Then run **audit my commissions** on 11 September, which will be run two and will finally have a trend to read rather than a single month. This review is scheduled monthly; keep it that way, because a business with a feedback loop this long is one you cannot judge from inside.
