

■ Author Platform Starter Checklist

A step-by-step guide to building your author brand, website, and audience from scratch

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Step 1: Define Your Brand

- Clarify your genre & audience
- Identify your themes & tone
- Write a 2–3 sentence 'author identity'

Step 2: Create Your Website

- Set up a professional domain name
- Create core pages: About, Blog, Books/Projects, Contact
- Install a newsletter sign-up form
- Make sure it's mobile-friendly

Step 3: Grow Your Email List

- Choose an email service (MailerLite, ConvertKit, etc.)
- Create a freebie (short story, chapter, checklist)
- Set up a welcome email sequence
- Commit to consistent sending (monthly, bi-weekly, etc.)

Step 4: Use Social Media Wisely

- Pick 1–2 platforms to focus on
- Set a posting schedule you can sustain
- Balance value posts with personal updates
- Track engagement to see what resonates

Step 5: Network & Collaborate

- Join at least one online writing community
- Comment on other blogs & posts
- Pitch 1 guest post or podcast appearance
- Attend local book/writing events when possible

Step 6: Share Your Expertise

- Brainstorm 3–5 topics you can teach or share
- Draft your first 'how-to' blog or video
- Create 1 downloadable resource (worksheet, guide, list)

Step 7: Leverage SEO

- Research & pick 3 focus keywords for your niche
- Optimize one blog post with those keywords
- Add internal links to your own content
- Add 1 external link to a trusted authority

Step 8: Be Patient & Persistent

- Set quarterly goals (e.g., 50 email subscribers, 2 blog posts per month)
- Track progress in a spreadsheet or journal
- Celebrate small wins along the way ■

■ *Tip: Don't try to do all 8 steps at once. Pick one step per week or month, and your platform will grow steadily.*