

AUTHOR PLATFORM PLANNER

Build your platform one manageable step at a time.

Check off what is already in place, circle what needs attention, and choose only a few priorities at a time. Your platform should support your writing, not swallow it whole.

1. YOUR WEBSITE

HOME BASE

- Author website is live
- Clear About page
- Books or Coming Soon page
- Contact page
- Newsletter signup form
- Social links are easy to find
- Website works well on mobile

Keep it clear, useful, and easy to navigate.

2. YOUR BRAND

RECOGNITION

- Consistent colors and fonts
- Professional author photo
- Short author bio
- Long author bio
- Clear tone and voice
- Matching profile images
- Brand feels like you

Recognition matters more than perfection.

3. YOUR NEWSLETTER

DIRECT CONNECTION

- Email provider selected
- Signup form is working
- Welcome email is ready
- Reader magnet is available
- Sending schedule feels realistic
- Emails include a clear next step
- Subscriber list is backed up

One thoughtful email beats seven rushed ones.

4. SOCIAL MEDIA

CHOOSE WISELY

- One or two primary platforms
- Profiles are complete
- Website link is included
- Posting plan is sustainable
- Content is not all promotional
- Reader interactions get replies
- You actually enjoy being there

You do not need to be everywhere.

YOUR NEXT STEPS

Turn the checklist into a plan you can actually use.



5. READER COMMUNITY

CONNECTION

- Beta reader list
- ARC reader list
- Street team or launch helpers
- Review request process
- Reader messages answered
- Support shown to other authors

6. LAUNCH MATERIALS

READY TO SHARE

- Book description finalized
- Author bios prepared
- Cover files organized
- Promo graphics created
- Purchase links checked
- Author profiles updated

MY NEXT THREE PRIORITIES

Choose three tasks that will make the biggest difference right now.

1. _____
2. _____
3. _____

MY 30-DAY PLATFORM PLAN

THIS WEEK

- _____
- _____
- _____
- _____

NEXT WEEK

- _____
- _____
- _____
- _____

LATER THIS MONTH

- _____
- _____
- _____
- _____

WHAT IS WORKING?

WHAT CAN I STOP DOING?
