

THE 30-DAY AUTHOR MARKETING CHECKLIST

No ads. No publicist. One clear message, one primary platform, and one useful piece of content a day.

DAYS 1-3: DEFINE YOUR READER PROMISE

- Name the specific reader your book is for.
- Describe the experience, result, or emotion your book delivers.
- Write one clear sentence: "I write for readers who love _____."
- For nonfiction: "I help _____ understand or accomplish _____."
- Commit to the same message for the full 30 days.

DAYS 4-7: CHOOSE YOUR PLATFORM

- Select one primary platform that fits your natural communication style.
- Identify 5 creators who already reach your ideal readers.
- Save 20 strong headlines, hooks, questions, or opening lines.
- Note why each works: curiosity, conflict, emotion, surprise, or specificity.
- Create a simple swipe file for future ideas.

DAYS 8-24: PUBLISH DAILY

- Publish one short post, email, or video each day.
- Open with one strong sentence.
- Share one story, insight, lesson, fact, or question.
- End with one clear takeaway or invitation to respond.
- Keep production simple. Favor useful over polished.
- Reply to comments and reader questions while the post is fresh.

CONTENT IDEAS

- The inspiration behind a character or chapter.
- A surprising fact uncovered during research.
- A deleted scene and why it was cut.
- A writing mistake and what it taught you.
- A moral question raised by the book.
- A real event connected to the story.
- A myth your nonfiction book corrects.
- A short reading from a strong passage.
- Three books that influenced your work.
- Why your villain, opponent, or counterargument believes it is right.

DAYS 25-30: FIND YOUR VOICE

- Share something you tried and what happened.
- Turn reader questions into new posts.
- Report on a writing or promotional experiment.
- Share observations, mistakes, mini case studies, and discoveries.
- Identify the subjects and formats that feel most natural to you.

DAY 30+: MAKE THE OFFER

- Invite readers to sample the first chapter.
- Offer a free short story, guide, checklist, or bonus scene.
- Ask your most engaged readers what they want more of.
- Choose one narrow next step: buy, subscribe, attend, reply, or download.
- Make direct offers occasionally, not in every post.

WEEKLY SCORECARD	Week 1	Week 2	Week 3	Week 4
Posts published				
Reader replies or comments				
New subscribers or followers				
Book clicks, samples, or sales				

Remember: Measure the work before the applause. Twenty-five useful posts in 32 days will teach you more than eleven scattered across 100.

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