

The Author Marketing Roadmap

Your Step-by-Step Guide to Building a Marketing System That Finds Readers, Builds Relationships & Supports Your Books



START HERE: YOU DON'T HAVE TO DO EVERYTHING AT ONCE

Author marketing can feel like one giant to-do list.

Post on Instagram. Start an email list. Build a website. Try Pinterest. Send newsletters. Create content. Promote your book.

It's a lot.

But here's the good news:

You don't need to do everything at once. You just need to know what to do next.

The Author Marketing Roadmap will help you work through the Reader Connection Framework™ one step at a time so you can build a sustainable marketing system without trying to overhaul your entire author platform overnight.

YOUR HOME BASE

ATTRACT

GROW

CONNECT



Your Website gives your author brand a home.



Social Media helps you attract and engage readers.



Pinterest helps new readers continue discovering you.



Email Marketing turns that discovery into lasting reader relationships.

Let's build it.

YOUR READER JOURNEY



That's the bigger goal of the Reader Connection Framework.
Not just more followers. More connected readers.



YOUR 90-DAY IMPLEMENTATION PLAN

You don't have to complete every item in every kit before moving forward. Instead, use this as a simple starting schedule:



After 90 days, you aren't finished.
You've built the foundation.
From there, your job becomes much simpler:
Create → Connect → Grow → Repeat.

Phase 1: Build Your Home Base

Website Launch Kit

Your goal: Create a central place where readers can learn about you, discover your books, and join your email list.

Before you worry about driving more traffic or reaching thousands of new readers, make sure you have somewhere useful to send them.



Your Website Checklist

- ☐ Set up or refresh your author website
- ☐ Create a clear homepage
- ☐ Add your books and purchase links
- ☐ Create an About page
- ☐ Add an email signup opportunity
- ☐ Connect your social media accounts
- ☐ Make sure your website is mobile-friendly
- ☐ Create your welcome email sequence
- ☐ Test every link and signup form



Don't get stuck on:

Perfect fonts. Perfect photos.
Perfect wording. Perfect anything.

Your website can evolve
with your author career.

DONE IS BETTER THAN PERFECT.



You're ready for Phase 2 when:

A new reader can visit your website, quickly understand who you are and what you write, find your books, and join your email list.



PHASE 2: START ATTRACTING READERS



Content Confidence Kit

Your goal: Create a simple, sustainable content routine that helps readers discover and connect with you.

You do NOT need to post every day.

You need to consistently create content that gives readers opportunities to get to know you, your books, and your author brand.



Your Content Checklist

- ☐ Choose your primary social platform(s)
- ☐ Decide how often you can realistically post
- ☐ Choose several recurring content themes
- ☐ Use your 365-Day Content Calendar to plan your next 30 days
- ☐ Customize your Canva templates
- ☐ Use ChatGPT to help brainstorm and streamline content creation
- ☐ Incorporate storytelling hooks into your posts
- ☐ Create content in batches when possible
- ☐ Spend time engaging with readers—not just posting at them



Focus on connection over promotion.

Not every post needs to sell a book. Share the person behind the books. Start conversations. Ask questions. Talk about your writing life. Give readers reasons to stop scrolling and interact with you.

Content gets their attention. Connection gives them a reason to stay.



You're ready for Phase 3 when:

You have a content routine you can realistically maintain without constantly wondering what to post.





PHASE 3:

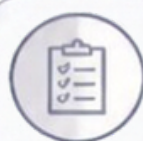
EXPAND YOUR DISCOVERY

Reader Discovery Kit

Your goal: Create an evergreen discovery system that helps readers find your books and content beyond social media.

This is where Pinterest comes in.

Unlike a social post that may disappear from someone's feed quickly, Pinterest content can continue helping people discover you over time.



Your Pinterest Checklist

- ☐ Set up or optimize your Pinterest business account
- ☐ Optimize your profile
- ☐ Create relevant boards
- ☐ Identify the content on your website you want to drive traffic to
- ☐ Create your first batch of pins
- ☐ Use your AI prompts to brainstorm titles and descriptions
- ☐ Link every pin to the appropriate destination
- ☐ Develop a realistic pinning routine
- ☐ Track which topics and pins are driving interest
- ☐ Create more content around what works



Keep it simple.

You don't need another platform that demands your attention every day.

Think of Pinterest as a discovery engine working alongside your other marketing efforts.



You're ready for Phase 4 when:

You have optimized your account, created your core boards, and established a repeatable process for creating and publishing pins that lead readers back to your content, books, or website.



PHASE 4:

TURN READERS INTO LOYAL FANS



Reader Growth Kit

Your goal: Build direct relationships with readers that aren't dependent on an algorithm.

Discovery is only the beginning.
Once someone finds you, you want to give them a reason to stay connected.

That's why your email list is such an important part of your author marketing system.



Your Email Checklist

- | | |
|--|--|
| ☐ Create a compelling reason for readers to subscribe | ☐ Create subject lines that encourage readers to open |
| ☐ Make your signup form easy to find | ☐ Balance book promotion with relationship-building content |
| ☐ Build your welcome sequence | ☐ Invite readers to reply and interact |
| ☐ Decide on a realistic email schedule | ☐ Promote your email list regularly |
| ☐ Plan your first month of emails | ☐ Continue nurturing your subscribers between book launches |



And remember:

You don't need to have exciting author news every week to send an email.

Readers aren't only subscribing for announcements.
They're subscribing because they want to hear from you.



You've built the system when:

Readers have a clear journey from discovering you to becoming part of your author community.