

Strictly Digital

SELF-PUBLISHED AUTHOR

STARTER MARKETING CHECKLIST

A simple, realistic guide to marketing your message.

SECTION 1: CLARIFY YOUR FOUNDATION

Before you post anything, get clear.

- Define who your message is for (one specific reader)
 - Write a 1–2 sentence description of what your message helps them with
 - Identify 3–5 core themes from your message
 - Decide your primary goal:
 - Sales / Marketing
 - Email list growth
 - authority / speaking / coaching
 - Choose ONE main call-to-action (Amazon link or free resource)
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SECTION 2: SET UP YOUR AUTHOR PRESENCE

You don't need to be everywhere — just consistent.

- Choose up to 3 platforms (IG, FB, LinkedIn recommended)
- Use the same author name and photo across platforms
- Write a clear bio that includes:
 - Who this is for
 - What problem it speaks to
 - A clear CTA (call to action)

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- Add your Amazon link or landing page to your bio
 - Create a simple banner using your book cover
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SECTION 3: CONTENT MADE SIMPLE

You don't need daily posts. You need relevant ones.

- Create 5–10 posts using these prompts:

- Why the message is important
- Who needs to hear this and why
- One key lesson or insight
- A relatable struggle from your people
- A quote or excerpt you like
- How all this has changed you
- Why this message matters now

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- Focus on connection, not perfection
 - End posts with a soft CTA (link in bio, comment, or DM)
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SECTION 4: BUILD A SIMPLE READER PATH

Don't send people nowhere.

- Decide where you want readers to go:

- Amazon
- Email list
- Free resource

- If building a list:

- Create one simple lead magnet (bonus chapter, guide, workbook)
- Use a one-page landing page

- Keep it short and focused
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- Test your links on mobile and desktop

SECTION 5: WEEKLY MARKETING ROUTINE (REALISTIC)

Consistency beats intensity.

- Post 2–3 times per week
 - Engage with comments and DMs 10–15 minutes per day
 - Share one post directly about your message each week
 - Track what gets responses — repeat what works
 - Ignore what doesn't move the needle
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SECTION 6: MINDSET & MOMENTUM

Marketing is part of ownership now — and that's okay.

- Your message deserves visibility
 - You are not “being salesy” by sharing your work
 - Progress > perfection
 - Systems reduce overwhelm
 - You don't have to do this alone
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BONUS TIP

If marketing starts to feel heavier than writing, that's your signal to:

- Simplify
- Systemize
- Or get support