

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)

- ☐ 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

- ☐ 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

☐ 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