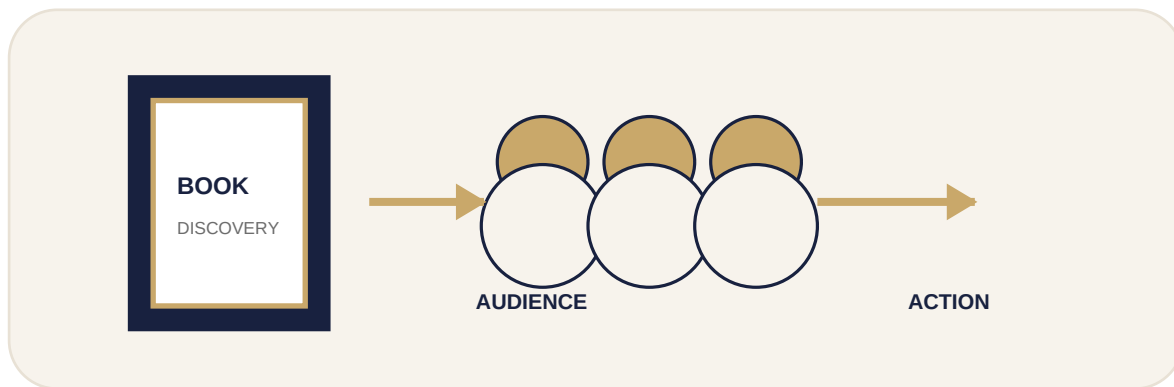


SOPHIE ELLIS CLARK

The 30-Day Book Promotion Planner

A focused 30-day action plan to build consistent discovery, content and reader relationships.



A practical resource for authors who want clearer positioning, stronger reader connections and more intentional book discovery.

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How to use this resource

Do not try to complete everything in one sitting. Work through the sections that match your current stage, mark the actions you will take, and return to the resource as your marketing develops.



PLAN

Consistency beats random promotion.

Your reader-first rule

Good book marketing is not about being everywhere. It is about making the right message easier for the right reader to notice, understand and act on.

How the Planner Works

Use one primary objective per day. If you miss a day, continue rather than restarting. The goal is a repeatable system, not a perfect streak.



PLAN

Consistency beats random promotion.

Days 1 to 7: Foundation

- Day 1: Write your one-sentence book promise.
- Day 2: Define your ideal reader.
- Day 3: List five comparable books or authors.
- Day 4: Audit your cover and description.
- Day 5: Improve your author bio.
- Day 6: Create one useful reader-focused post.
- Day 7: Review the week and choose one improvement.

Days 8 to 14: Content and Discovery

- Day 8: Create a behind-the-book post.
- Day 9: Share a discussion question.
- Day 10: Create a short educational or thematic post.
- Day 11: Identify five relevant reader communities.
- Day 12: Research the rules and tone of those communities.
- Day 13: Create a non-sales resource for readers.

- Day 14: Review which content angle felt strongest.

Days 15 to 21: Relationships

- Day 15: Identify three book clubs that genuinely fit.
- Day 16: Draft a personalized introduction.
- Day 17: Identify two bloggers, hosts or newsletter owners.
- Day 18: Send one thoughtful outreach message.
- Day 19: Follow up on an appropriate earlier conversation.
- Day 20: Create content answering a common reader question.
- Day 21: Record lessons and refine your message.

Days 22 to 30: Momentum

- Day 22: Refresh your strongest book page element.
- Day 23: Create a reader quote or story-based post using verified material.
- Day 24: Share a recommendation related to your book's theme.
- Day 25: Create a short video or visual post.
- Day 26: Reconnect with one genuine contact.
- Day 27: Prepare a newsletter or reader update.
- Day 28: Review your best-performing topics.
- Day 29: Plan the next month's three priorities.
- Day 30: Complete a full visibility review.

Daily Tracking Sheet

Date: _____ Main objective: _____

Action completed: _____

Reader response or signal: _____

Lesson learned: _____

Next action: _____

Your next 3 moves

Choose three actions you can complete in the next seven days. Keep them small enough to finish and specific enough to measure.

1. _____

What will tell me this is complete? _____

2. _____

What will tell me this is complete? _____

3. _____

What will tell me this is complete? _____

A final reminder

Your book deserves more than random promotion. Give it a clear promise, a defined reader, a thoughtful discovery path and a consistent reason for people to care.

With purpose, clarity and reader-first strategy,

Sophie Ellis Clark

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