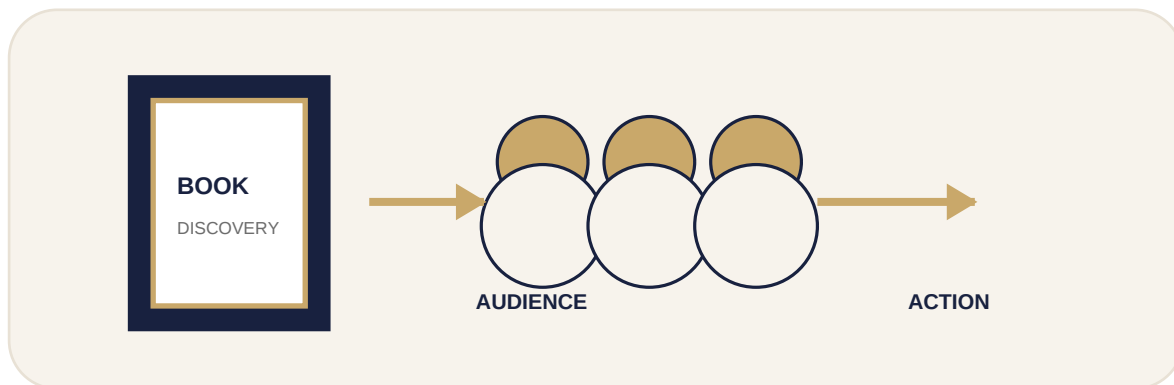


SOPHIE ELLIS CLARK

30 Social Media Prompts for Authors

Thirty thoughtful prompts designed to start conversations and create useful, non-repetitive book content.



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

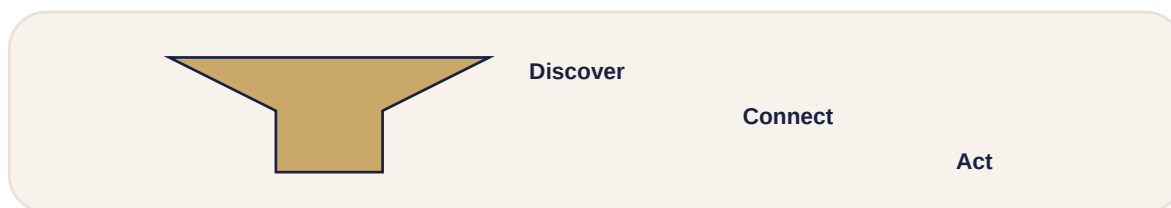
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How to use this resource

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.

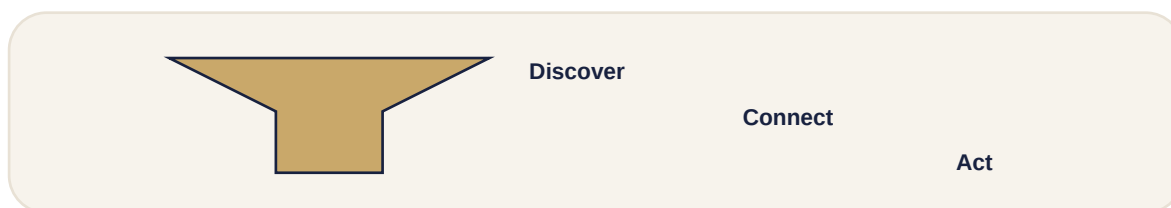


Your reader-first rule

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 to Use the Prompts

Choose prompts that reveal something real about the book or invite readers into a conversation. Rotate between education, story, personality, community and promotion.



30 Prompts

- 1. What inspired the first idea for your book?
- 2. What surprised you while writing it?
- 3. Introduce a theme without giving away the ending.
- 4. Share a short verified quote from your book.
- 5. Ask readers a question connected to your theme.
- 6. What do you hope a reader feels after finishing?
- 7. What research changed your perspective?
- 8. Share a setting that matters to the story.
- 9. Introduce a character through three traits.
- 10. What is one misconception about your subject?
- 11. Recommend a book that influenced you.
- 12. Share a lesson from the writing process.
- 13. What was the hardest scene or chapter to write?
- 14. What detail did you spend the most time getting right?
- 15. Ask readers which cover or title element catches their eye.

- 16. Share a behind-the-scenes photo of your writing process.
- 17. What kind of reader would enjoy this book most?
- 18. What question does your book explore?
- 19. Share a small win from your author journey.
- 20. Explain one research fact that shaped the story.
- 21. What would you discuss with a book club?
- 22. Share three words that describe the reading experience.
- 23. Create a myth versus reality post about your topic.
- 24. What advice would you give someone facing the problem your book explores?
- 25. Share a reader question you receive often.
- 26. Compare your book's theme with a familiar everyday experience.
- 27. What did you learn from writing a series?
- 28. Share a non-spoiler favorite moment.
- 29. Invite readers to finish a sentence related to your theme.
- 30. Tell readers where they can learn more about the book.

Content Rotation

Try a simple weekly rhythm: one teaching post, one conversation post, one story or behind-the-scenes post, one reader-focused post and one direct promotional post.

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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