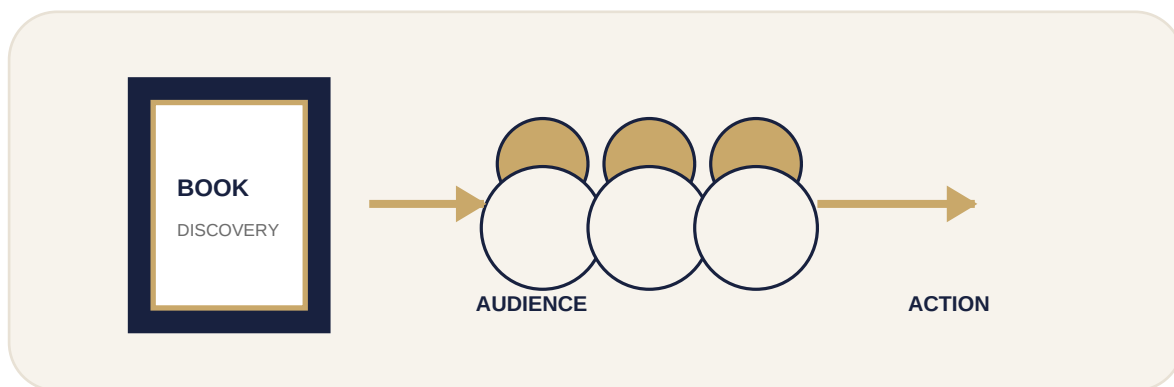


SOPHIE ELLIS CLARK

50 Book Content Ideas

Fifty adaptable content ideas that help authors educate, connect and promote without repeating the same sales post.



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

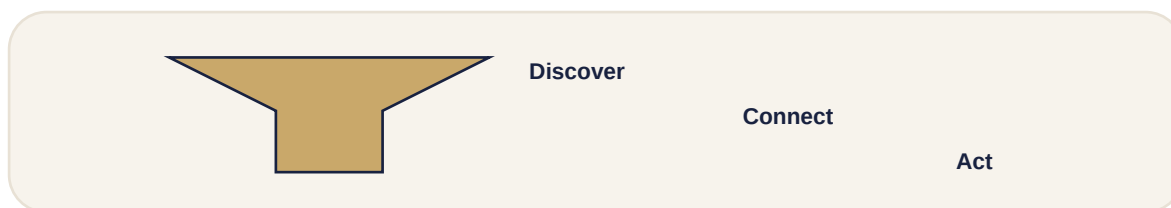
Prepared by Sophie Ellis Clark

Book Discovery & Marketing Strategist

sophie@sophieellisclark.com | sophieellisclark.com

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.

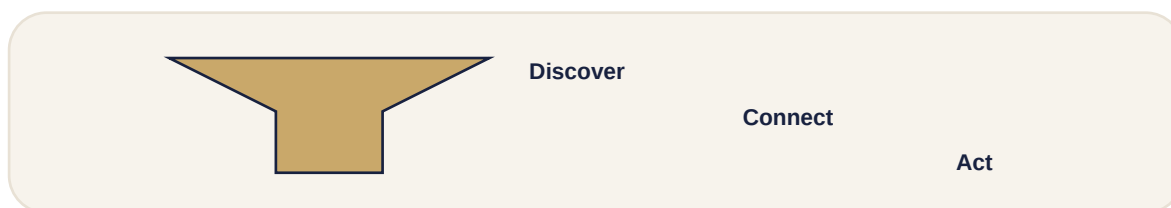


Your reader-first rule

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.

The Content Principle

Strong book content does not mean talking about your book every day. It means creating reasons for the right people to notice, understand and remember it.



50 Content Ideas

- 1. The story behind the title
- 2. Three themes in the book
- 3. A non-spoiler character introduction
- 4. A lesson learned while writing
- 5. A question your book asks
- 6. A research fact
- 7. A behind-the-scenes writing photo
- 8. A favorite setting
- 9. A writing routine
- 10. A common reader question
- 11. A myth about your topic
- 12. A myth about your genre
- 13. A book that influenced you
- 14. A recommendation for your ideal reader
- 15. A quote with context

- 16. A discussion question
- 17. A before-and-after writing lesson
- 18. A difficult writing decision
- 19. What you hope readers remember
- 20. Three words that describe the book
- 21. A book-club question
- 22. A lesson from a character
- 23. A lesson from research
- 24. An author introduction
- 25. Why you chose this genre
- 26. What you almost changed
- 27. A common misconception
- 28. A reader poll
- 29. A short educational carousel or thread
- 30. A short video explaining a theme
- 31. A scene-setting description
- 32. A writing playlist or atmosphere explanation
- 33. A question for parents, teachers or educators if relevant
- 34. A question for professionals in your topic area
- 35. A local connection to the book
- 36. A seasonal connection
- 37. A historical connection
- 38. A practical takeaway
- 39. A challenge for readers
- 40. A reader appreciation post
- 41. A behind-the-cover story
- 42. A book launch memory
- 43. A lesson from a previous book
- 44. A series introduction
- 45. A character comparison
- 46. A topic you want readers to discuss
- 47. A short FAQ
- 48. A common mistake related to your topic
- 49. A reason your ideal reader might enjoy the book
- 50. A simple invitation to discover the book

Turn One Idea Into Five

Take one strong idea and adapt it into a short post, a video, a newsletter paragraph, a discussion question and a longer article. This saves time while keeping the message consistent.

Content Planning Grid

Check	Action	Notes
■	Idea	
■	Platform	
■	Format	
■	Audience	
■	Call to action	
■	Publish date	

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

Book Discovery & Marketing Strategist | sophie@sophieellisclark.com | sophieellisclark.com