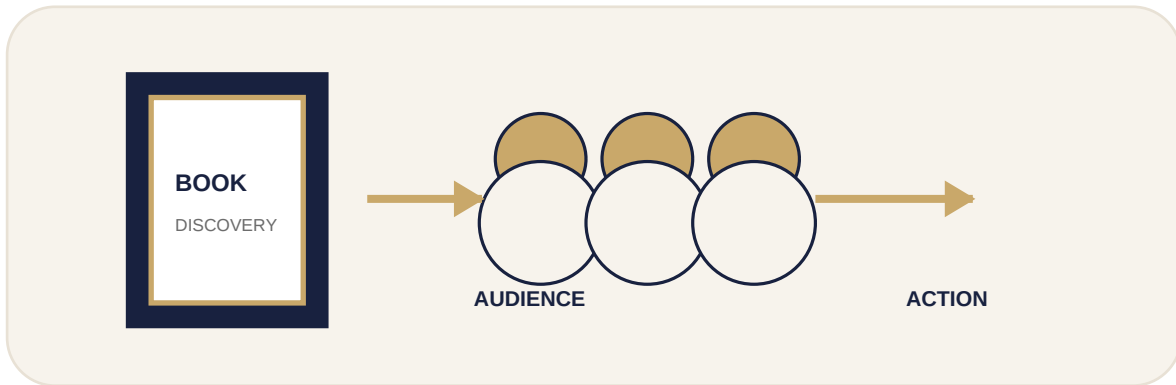


SOPHIE ELLIS CLARK

The Author Visibility Manual

A practical playbook for making your book easier for the right readers to discover.



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

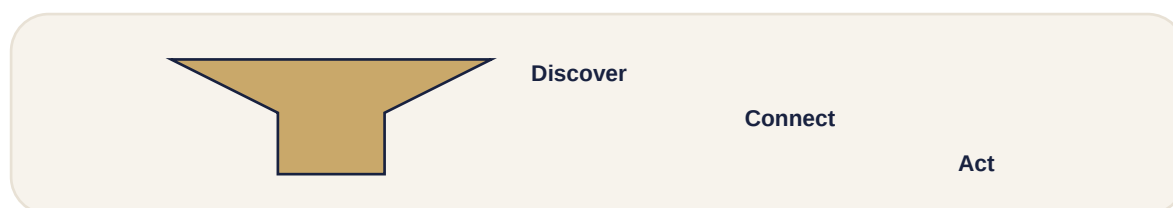
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How to use this resource

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.

1. The Visibility Foundation

Visibility begins with clarity. Before increasing activity, define what your book is, who it is for and what you want a new reader to understand within seconds.

- Write a one-sentence description of the book.
- Identify three genre or audience signals that should appear consistently.
- Choose one primary reader action, such as reading the sample, joining your list or buying the book.
- Make sure your author name, book title and core promise are easy to find.

Visibility is not volume. Visibility is being noticed by the people most likely to care.

2. Build Your Reader Profile

Go beyond age and location

Describe the reader by behavior and interest. What do they already read? What topics do they discuss? What problems, emotions or experiences bring them to books?

- Favorite genres and subgenres
- Comparable authors and titles
- Reader communities
- Questions they ask
- Reasons they choose a new book
- Places where they discover recommendations

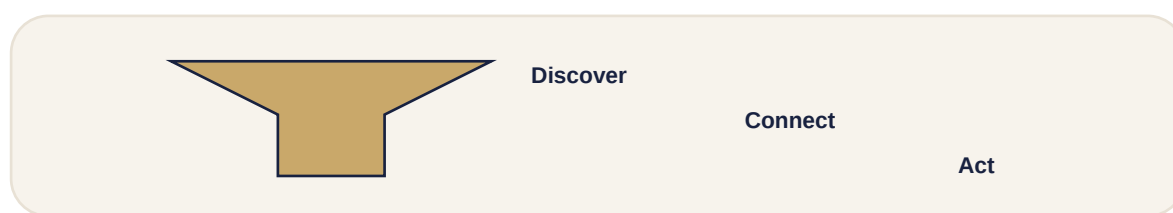
3. Strengthen Your Book's Discovery Assets

Check	Action	Notes
■	Title and subtitle communicate the book clearly	
■	Cover signals the genre and mood	

Check	Action	Notes
■	Description leads with reader appeal	
■	Categories and keywords match the book	
■	Author bio establishes relevant credibility	
■	Book page gives the reader a clear next step	

Audit these assets as a reader would. If a person lands on the page with no prior knowledge of you, can they quickly understand what they are looking at?

4. Create a Discovery Ecosystem



Think of discovery as a connected path: content can create curiosity, communities can create trust, a book page can provide proof and a simple next step can convert interest into action.

- Owned channels: website, newsletter and author profiles
- Community channels: book clubs, reader groups, libraries and relevant communities
- Content channels: short videos, posts, articles, interviews and excerpts
- Relationship channels: bloggers, hosts, educators, reviewers and collaboration partners

5. Content That Helps the Book Travel

Do not make every post a sales announcement. Create material that lets readers experience the world, ideas, emotion or usefulness of the book before they buy.

- A question your ideal reader will recognize
- A short lesson from the book's subject
- A character or story insight
- A behind-the-scenes decision
- A quote with context
- A reader discussion prompt
- A recommendation pairing your book with a familiar title

6. Community and Book Club Discovery

Approach communities because your book fits their interests, not because you want to drop a link. Read the community rules, understand the conversation and personalize your introduction.

- Research before contacting
- Lead with relevance

- Offer something useful
- Respect promotional rules
- Follow up politely and only when appropriate
- Keep records of relationships and outcomes

7. Your 30-Day Visibility Rhythm

Check	Action	Notes
■	Week 1: clarify positioning and update key book assets	
■	Week 2: publish useful content and identify relevant communities	
■	Week 3: begin thoughtful outreach and relationship building	
■	Week 4: review what earned attention and refine the next month	

A sustainable rhythm is easier to maintain than a large campaign that disappears after a few days.

8. Visibility Audit

Area	1	2	3	4	5	Evidence / Notes
Book promise						
Cover and genre signal						
Description						
Reader profile						
Website						
Content consistency						
Community presence						
Outreach quality						
Call to action						

Score each area from 1 to 5. Circle the two lowest scores and improve those first.

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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