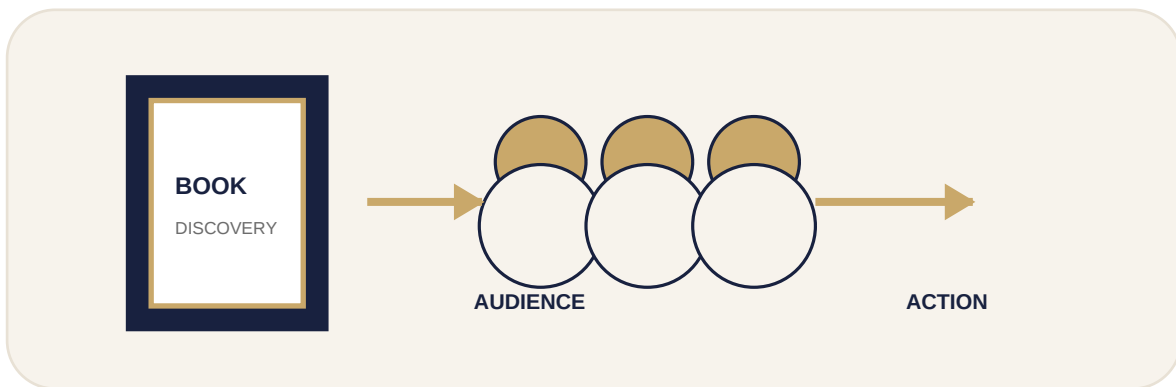


SOPHIE ELLIS CLARK

The Book Discovery Audit

A scoring system and action plan for identifying the strongest and weakest parts of your book's discoverability.



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

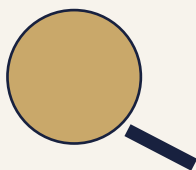
Prepared by Sophie Ellis Clark

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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.



CLARITY

Know what you want readers to notice next.

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.

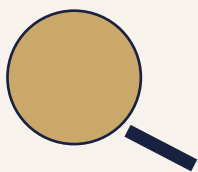
How to Score the Audit

Score each area from 1 to 5. A score of 1 means the area is unclear or incomplete. A score of 5 means it is strong, specific and aligned with the intended reader.

Area	1	2	3	4	5	Evidence / Notes
Book title and promise						
Cover						
Description						
Categories						
Keywords						
Author profile						
Website						
Reader profile						
Content						
Community presence						
Reviews and social proof						
Call to action						

The 10-Second Test

Open your book page and look at it as a stranger. In ten seconds, can you tell what the book is, who it is for and what to do next? If not, simplify the message.



CLARITY

Know what you want readers to notice next.

Priority Fix Sheet

Check	Action	Notes
■	Lowest scoring area	
■	Why it matters	
■	Exact change to make	
■	Deadline	
■	How I will verify the change	

Discovery Readiness Checklist

- Book information is consistent across profiles.
- Links work.
- Genre language is consistent.
- Reader benefit is clear.
- Content supports the book’s positioning.
- Outreach is personalized.
- The next step is obvious.

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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