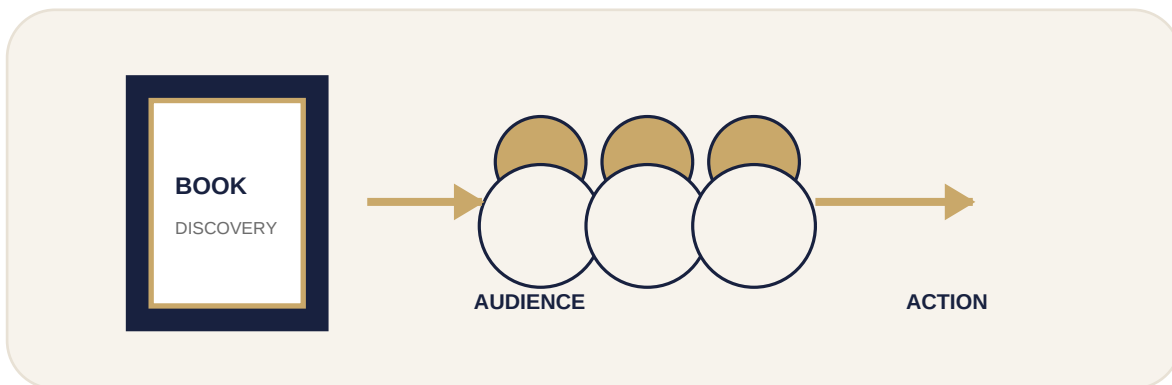


SOPHIE ELLIS CLARK

The Book Marketing Checklist

A complete, printable checklist for building and maintaining a thoughtful book marketing system.



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

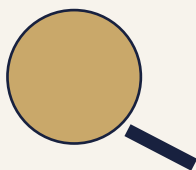
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How to use this resource

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.



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.

Before You Promote

- I can explain my book in one sentence.
- My cover clearly signals the genre.
- My description focuses on reader appeal.
- My author bio is current.
- My book links work.
- I know my primary reader.
- I have a simple next step for interested readers.

Positioning Checklist

- Primary genre identified
- Useful subgenre signals identified
- Three reader hooks written down
- Comparable books researched
- One clear promise written
- Key themes and topics listed

Discovery Channels

Check	Action	Notes
■	Author website or landing page	
■	Email list or reader sign-up	
■	Relevant social platforms	
■	Book clubs and reading groups	
■	Libraries or educational communities	

Check	Action	Notes
■	Podcasts, blogs or newsletters	
■	Local or professional communities	

Launch and Promotion

- Create a simple launch timeline.
- Prepare several non-repetitive content pieces.
- Prepare outreach messages.
- Identify relevant communities.
- Create a follow-up tracker.
- Schedule a post-launch review.

Long-Term Promotion

- Refresh content from the book.
- Revisit successful topics.
- Create seasonal angles when relevant.
- Promote the backlist.
- Build relationships instead of repeatedly broadcasting links.
- Review performance monthly.

Quick Weekly Review

Check	Action	Notes
■	What earned attention this week?	
■	Which message was clearest?	
■	Which audience responded?	
■	What should I stop doing?	
■	What should I test next?	

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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