My author social media starter plan

Start with one platform and a few useful conversations. You can change your plan as you learn.

01 Who am I writing for?

I write mysteries or thrillers that feature...

Readers who would love my work already enjoy these books, tropes or authors:

02 My starting platform and goal

My home platform: _____ My posts per week: _____

For the next 90 days, my main goal is: □ Get discovered □ Meet readers □ Stay in touch

03 My 3-2-1 mix

Over 6 posts: 3 reader conversations + 2 author-world posts + 1 invitation

My first reader post idea: _____

An author-world detail I could share: _____

My invitation (book, event, newsletter or another next step): _____

04 My first 30 days

WEEK 1	Choose my reader, goal, and platform
WEEK 2	Fix my bio, photo and link; find 10 relevant accounts
WEEK 3	Publish two posts from my 3-2-1 ideas
WEEK 4	Reply, connect, and review what worked

05 Protect my writing time

My weekly social media time limit: _____ minutes

One small step I will take this week: _____