

BuildBookBuzz

Author Audience-Building Timeline and Checklist

Execute the tactics in this timeline to help make sure you've got an audience of fans waiting to buy your book when it's published.

While You're Writing the Book

- Clarify who your ideal reader is
- Start or revive your email list
- Share content related to your book's topic, themes, or genre
- Choose 1–2 platforms where your readers already spend time

During Editing and Revisions

- Refine your core message now that the book's focus is clear
- Create a lead magnet connected to the book
- Add or improve email signup forms on your website
- Begin mentioning the book casually (without selling)

6–12 Months Before Publication

- Pitch yourself for podcasts, guest posts, or events
- Build relationships with bloggers, librarians, and influencers
- Share behind-the-scenes insights about the book
- Grow your email list consistently

3–6 Months Before Publication

- Increase engagement with your existing audience
- Talk about the book regularly and intentionally
- Invite beta readers or advance reviewers
- Prepare your audience for launch-related announcements