

# 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