THE AUTHOR'S ROADMAP · PART 12

90-Day Marketing Plan

Thirteen weeks of tasks for two hours a week, with an optional four-hour track.

Pick your hours first and fit the work into them. Do the two-hour tasks each week; add the extras only in weeks that give you four hours. A busy week can drop back to two without guilt.

Before you start

Book _____

Start date _____

Hours a week (2 or 4) _____

Experiment spending cap ($) _____

Experiment stop date _____

Sales in the week before I start _____

Weeks 1 to 4: set up the foundations

Week	Two-hour week	Extras for a four-hour week
1	☐ Join Amazon Author Central for free, add your books, and write a short bio.	☐ Draft A+ Content for your book's Amazon page (KDP Marketing tab, A+ Content Manager).
2	☐ Build or update your book's page on your own site: formats, ISBNs, price, a short description, and a buy link for every store (or a free Books2Read universal link).	☐ Publish your A+ Content.
3	☐ Put your newsletter sign-up on the book page. ☐ Write a short review request for the end of your book, ready for your next file update.	☐ Make a one-page sell sheet: cover, title, author, two-sentence description, ISBN for each format, price, page count and trim size, how to order, and your contact details.
4	☐ Send your first monthly newsletter. ☐ Pick one social platform and a posting schedule you could keep for three months.	☐ List the local libraries, bookstores, and events you'd like to contact.

Weeks 5 to 8: run one experiment

Week	Two-hour week	Extras for a four-hour week
5	☐ Choose one experiment: an event, a price promotion, a library visit with your sell sheet, or a small ad test. ☐ Write down your spending cap and stop date above.	☐ Prepare what the experiment needs: the event table (Part 11's checklist), the promotion dates, or the ad copy.
6	☐ Run the experiment. Record sales and sign-ups each week in the log.	☐ Contact one library or bookstore from your list.
7	☐ Keep the experiment running. Stop early if you reach your cap.	☐ Contact a second library, bookstore, or event.
8	☐ Send your monthly newsletter. ☐ Stop the experiment on your stop date and note the results.	☐ Follow up with anyone you contacted.

Weeks 9 to 13: review and decide

Week	Two-hour week	Extras for a four-hour week
9	☐ Compare your results with the week before you started.	☐ Ask one reader what made them buy the book.
10	☐ Decide what to keep and what to drop, and write the reason in the log.	☐ Update your book page or A+ Content with anything you learned.
11	☐ Visit or email one library or bookstore with your sell sheet, and ask whether the library runs a local-author program.	☐ Look for an event that fits your genre for next season.
12	☐ Send your monthly newsletter.	☐ Draft next quarter's experiment.
13	☐ Plan your next 90 days: what you'll keep, and the one new thing you'll try.	☐ Take a week off from marketing tasks.

Before you pay for any program

- ☐ I took the free courses and read up on it first.
- ☐ I know exactly what I get for the money.
- ☐ I've set a spending cap and a date to judge the results.
- ☐ I understand that no ad, promotion site, or program guarantees sales.

Results log

Week	Hours spent	Copies sold	Sign-ups	Money spent ($)	Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

The stop list

Tick each one you're giving up this quarter.

- [ ] Buying review packages, or "marketing packages" that don't say exactly what you get
- [ ] Posting on every platform at once
- [ ] Checking my sales rank every hour
- [ ] Buying ads before my book's page is ready, with a strong cover, a finished description, and a few reviews

Checked November 2026. Platform tools and prices change, so check each one before you rely on it. Full walkthrough: Part 12 of The Author's Roadmap at fordmountainpublishing.com/for-authors/.