

POST-WORKSHOP IMPLEMENTATION KIT

AUTHOR VISIBILITY STARTER KIT

Build one clear reader path over the next 30 days.



CLEAR → DISCOVERED → CHOSEN → REMEMBERED

The 30-Day Author Visibility Blueprint

MadLogic Studio

START HERE

Use the Kit to Keep the Path Moving

The participant workbook holds your thinking. This Starter Kit helps you act on the decisions you made during the workshop.

BEGIN WITH ONE ACTION

Complete the First 72-Hour Action Card before expanding the rest of the plan. Momentum begins before the plan feels perfect.

Use the resources in this order:

1	Confirm your reader path	Page 4
2	Complete your first move	Page 5
3	Build the first seven days	Page 6
4	Define the 30-day focus	Pages 7–11
5	Track reader movement	Page 12
6	Protect the path	Page 13
7	Review and reset	Page 14

All promised resources are designed for immediate download. Email registration is optional and secondary.

The Reader Path

Visibility is the outcome. The framework is the path.



CLEAR

Clear enough to understand.

What is this, and is it for someone like me?

What should the right reader understand immediately?

DISCOVERED

Positioned to be discovered.

Where and how might I encounter this?

Which relevant reader pathway will I strengthen?

CHOSEN

Compelling enough to be chosen.

Why should I give this my attention, time, or money?

What meaningful next step will I make clearer?

REMEMBERED

Meaningful enough to be remembered.

What will make me return, follow, recommend, or look for the next book?

How will I create a dependable route back?

Visibility is not being everywhere. It is building a clear path for the right reader.

SNAPSHOT

Your Reader Path at a Glance

Write one concise decision at each stage. Each answer should point toward the same right reader.



CLEAR

The right reader understands:

DISCOVERED

The reader encounters the signal through:

CHOSEN

The reader's next step is:

REMEMBERED

The reader returns through:

The right reader this path is designed to serve:

PRIMARY READER MOVEMENT

During the next 30 days, I want the reader to move from:



to:

These decisions point toward the same right reader.

COMMIT

My First 72-Hour Move

MOMENTUM BEFORE PERFECTION

Choose one action small enough to complete and meaningful enough to move the reader path forward.

My first move is:

I will complete it by:

The first small step is:

The support, tool, or information I need:

How I will know it is complete:

I will protect this commitment by not adding:

I will complete it within the next 72 hours.

Committed by: _____ Date: _____

ACT

The First Seven Days

Use one concrete action each day. Meaningful progress matters more than perfect completion.

DAY 1	Name the primary gap.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 2	Finalize the reader-facing statement.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 3	Audit one primary touchpoint.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 4	Choose the discovery route.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 5	Define the next step.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 6	Create or revise one signal.	My action: _____	<input type="checkbox"/> Complete Result / note: _____
DAY 7	Publish, place, or test it.	My action: _____	<input type="checkbox"/> Complete Result / note: _____


What did I learn during the first seven days?

PLAN

Define the 30-Day Focus

The goal is not to complete every visibility task. Strengthen one connected path enough to create meaningful reader movement.

My primary visibility gap is:

Where the reader is now <hr/>		Where I want the reader to move <hr/>
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My primary measurement will be:

The weekly focus that will protect this plan is:

Examples of movement: encounter to understanding • interest to sample • sample to Book One • reader to subscriber • first book to next connection

Week 1 — CLEAR

Clarify and Prepare

Strengthen the reader-facing promise and the primary place where the reader first encounters it.

This week's meaningful outcome:

Action 1

Action 2

Action 3

What will be complete?	Evidence of reader movement
<hr/>	<hr/>

Week 2 — DISCOVERED

Place the Signal

Strengthen one realistic discovery path and place a recognizable signal where the right reader already travels.

This week's meaningful outcome:

Action 1

Action 2

Action 3

What will be complete?	Evidence of reader movement
<hr/>	<hr/>

Week 3 — CHOSEN

Strengthen the Next Step

Reduce one point of reader hesitation and make the next decision clearer, easier, or more relevant.

This week's meaningful outcome:

Action 1

Action 2

Action 3

What will be complete?	Evidence of reader movement
<hr/>	<hr/>

Week 4 — REMEMBERED

Repeat, Connect, and Review

Create a dependable return path and review the reader movement created during the month.

This week's meaningful outcome:

Action 1

Action 2

Action 3

What will be complete?	Evidence of reader movement
<hr/>	<hr/>

DAYS 29–30 — REVIEW + RESET

What should I keep?

What should I adjust or postpone?

TRACK

Reader Movement Tracker

Track evidence that the right reader moved through the path—not the amount of noise you produced.

My primary movement to track:

- Relevant sign-ups
- Opening-chapter reads
- Sample reads
- Movement into Book One
- Meaningful replies
- Returning readers
- Reader recommendations
- Other: _____

Starting point _____	30-day result _____
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What the result suggests:

Weekly checkpoints

WEEK	OBSERVATION OR NUMBER	WHAT I NOTICED
WEEK 1	_____ _____	_____ _____
WEEK 2	_____ _____	_____ _____
WEEK 3	_____ _____	_____ _____
WEEK 4	_____ _____	_____ _____

PROTECT

The Power of Not Yet

Protect the path you chose.

Focus is created partly through deliberate postponement. "Not now" does not mean "never." It means these ideas will not bury the clear path you are building today.

What am I deliberately postponing to protect this path?

IDEA OR TASK	WHY IT IS BEING POSTPONED	RECONSIDER DATE	STILL SUPPORTS THE READER PATH?
			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure
			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure
			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure
			<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Unsure

NOT NOW DOES NOT MEAN NEVER.

Postponed ideas can be reviewed later. For now, one clear path deserves enough time to become useful.

REVIEW

30-Day Review and Reset

Use the evidence you gathered to decide what should continue, change, stop, or become the next focus.



What happened?

What moved?

KEEP

ADJUST

STOP OR POSTPONE

My next 30-day focus is:

The Briar Glen Reader Path

The Briar Glen Author is an intentionally fictional teaching example. It does not represent a real author or attendee.



READER PATH SNAPSHOT

RIGHT READER

Romance readers who want emotionally intense small-town stories about second chances, chosen family, and rebuilding trust.

CLEAR

A recognizable Briar Glen reader promise.

DISCOVERED

Emotion-led and trope-led signals in one relevant romance community path.

CHOSEN

Read the opening chapter.

REMEMBERED

A monthly Briar Glen Secrets update and recurring story-world features.

PRIMARY MOVEMENT

First encounter → opening-chapter read.

FIRST 72-HOUR ACTION

FIRST MOVE

Replace the generic project description with the Briar Glen reader promise.

COMPLETE BY

Thursday by 3:00 p.m.

FIRST SMALL STEP

Draft the new opening sentence.

30-DAY FOCUS

PRIMARY GAP

The promise and next step are not yet obvious.

DESIRED MOVEMENT

Encounter → opening-chapter read.

PRIMARY MEASUREMENT

Opening-chapter reads.

WEEK 1 — CLEAR

Publish the clear reader promise.

WEEK 2 — DISCOVERED

Place aligned signals in one romance pathway.

WEEK 3 — CHOSEN

Add one opening-chapter invitation.

WEEK 4 — REMEMBERED

Create a dependable monthly return.

DAYS 29–30

Review reads, replies, and sign-ups; keep what moved readers.

Four intentional decisions become one connected reader journey.

CONTINUE

Continue Your Reader Path

Return to the tools you need, download individual resources, and continue building a path you can maintain.

AUTHOR VISIBILITY PORTAL

author-visibility.madlogicstudio.com

TEXT-ONLY ACCESS

Type the address directly into your browser. The final QR code will be added only after approval.

AVAILABLE THROUGH THE PORTAL

- Complete Starter Kit and individual tools
- Participant workbook
- Workshop replay and supporting resources as they become available

KEEP THE PATH MOVING

Reconfirm the Reader Path Snapshot.

Complete or revisit the First 72-Hour Action.

Use the seven-day and 30-day planning tools.

Track reader movement.

Review, reset, and choose the next focus.

IMMEDIATE ACCESS

The Starter Kit and individual tools remain available without required email registration. Email registration is optional and may be offered separately.

Authors do not need to wait to be discovered. They can design for discovery.

MadLogic Studio