AVIVA PUBLISHING & MARKETING

The Author Findability Blueprint

Five steps to help the right readers, media, podcast hosts, event organizers, and potential partners find you.

POSITION	LANGUAGE	PRESENCE	PROOF	PATH

Getting found isn't about being everywhere. It's about making each step easier for the right people.

HOW TO USE THIS BLUEPRINT

Findability Is a Five-Part Process

Your potential readers, clients, podcast hosts, journalists, and event organizers rarely begin by searching for your name or book title. They begin with a question, a problem, or a result they want. Findability helps your work appear at the moment they start looking.

Visibility and findability aren't the same. Visibility puts you in front of people. Findability helps the right people discover you, understand why you matter, trust what you know, and see what to do next.

This blueprint examines five places where the trail can break: your position, the language you use, where you show up, the proof you provide, and the path you create. Together, they turn scattered marketing activity into a clear route back to you.

Work through one section at a time. Don't try to perfect every answer. Write what comes to mind, notice where you hesitate, and use the final page to choose the one area you'll strengthen first.

Before you begin, what do you most want the right people to find you for?

1	**POSITION** What do you want to be known for?
2	**LANGUAGE** Are you using the words your audience uses?
3	**PRESENCE** Are you showing up where they already look?
4	**PROOF** Why should they trust you?
5	**PATH** What should they do next?

Where does your findability feel weakest right now?

Be clear | Be searchable | Show up in the right places | Build trust | Make the next step obvious

Position

What do you want to be known for?

Before people can find you, they need something clear to find. Your book may contain many ideas, but your audience needs one easy entry point they can remember and repeat.

Ask yourself

- What problem do I want my name associated with?
- What do people already come to me for?
- What result do I help them achieve?
- How would I want someone to introduce me in one sentence?

Clear beats clever. Specific beats broad.

Complete this sentence: I want to be known for helping...

_____

_____

_____

_____

...with...

_____

_____

...so they can...

_____

_____

Your move

Review your website, LinkedIn profile, Amazon bio, speaker bio, and email signature. Do they reinforce the same central idea?

Language

Are you using the words your audience actually uses?

Experts tend to describe their methodology. Readers describe what hurts, what worries them, and what they want to change. Findability grows when your message uses the language already in your audience's head.

Build your language bank

Questions They Ask

Capture the questions in your audience's own words. Write the full question, not a keyword or shorthand phrase.

QUESTIONS THEY ASK
1. _____
2. _____
3. _____
4. _____
5. _____

Continue Building Your Language Bank

Now record the problems your audience describes and the outcomes they want. The exact wording will help you shape stronger headlines, articles, interviews, and pitches.

PROBLEMS THEY NAME
1. _____
2. _____
3. _____
4. _____
5. _____

Outcomes They Want

OUTCOMES THEY WANT
1. _____
2. _____
3. _____
4. _____
5. _____

Put Your Language Bank to Work

Review what you captured across the last two pages. Look for repeated words, emotional phrases, and questions you could answer in your content.

Listen for language in

- Client questions and emails
- Book reviews and reader comments
- Podcast interviews and event conversations
- Google and AI search prompts

Three phrases I'll begin using in my headlines, profiles, pitches, and interviews

Presence

Are you showing up where the right people already look?

Being findable doesn't mean being everywhere. It means being present in the few places where your audience already gathers, learns, and trusts the source.

Look beyond social media

Podcasts	Associations	Newsletters	Local media
Conferences	Trade press	Libraries	Communities
LinkedIn	Search	AI search	Partners

Choose your three priority places

1. Where does my audience already go for information?

2. Who already has their attention and trust?

3. Where could I show up without building the audience myself?

One focused move beats opening another account.

The one relationship, pitch, or placement I'll pursue this month

Proof

Once people find you, why should they trust you?

Proof isn't bragging. It reduces uncertainty. Give people enough relevant evidence to feel comfortable taking the next step.

Your proof might include

Testimonials	Client results	Media mentions	Podcast interviews
Speaking	Awards	Articles	Case studies
Endorsements	Credentials	Research	Experience

Take a proof inventory

What evidence do I already have but rarely use?

Which proof matters most to the audience I want to reach?

Where should this proof be easier to see?

Choose three pieces of proof and move them where people can see them.

Path

Once people find you, what happens next?

A strong trail can still end in a dead end. When people discover you, make the next step simple, useful, and obvious. Too many choices can lead to no choice.

Map the path

DISCOVER	LEARN	ACT
Someone discovers me through...	They learn more about me here...	The next step I want them to take is...
_____	_____	_____

Choose one primary call to action

- Download a useful resource
- Join your email list
- Buy the book
- Book a conversation
- Invite you to speak
- Explore a relevant offer

My primary next step is

_____

_____

_____

I'll make it more visible on

_____

_____

_____

_____

If you can't explain the path in one sentence, your audience won't see it either.

PUT THE FIVE PIECES TOGETHER

Your 30-Day Findability Focus

Capture one possible improvement in each area. Then circle only one priority. Focus creates progress.

POSITION	What needs to become clearer? _____
LANGUAGE	What words should you use more often? _____
PRESENCE	Where should you show up? _____
PROOF	What credibility should become more visible? _____
PATH	What next step should become more obvious? _____

YOUR 30-DAY COMMITMENT

Turn One Insight Into Action

Choose the one change most likely to make you easier to find. Then decide what you'll do first and when you'll do it.

My one priority for the next 30 days

_____

_____

_____

_____

The first action I'll take

_____

_____

_____

I'll complete it by

_____

_____

The goal isn't to become visible to everyone. It's to become easier to find by the people who matter.

NEED HELP?

Book your complimentary 20-minute Book Marketing Brainstorm with Susan Friedmann