



FLIGHT PLAN: 7 DAYS OF AUTHOR PROMPTS

Workbook



A free resource by Everflight Publishing
Helping indie authors stay visible, consistent, and
connected—without burning out.

www.EverflightPublishing.com

Welcome to Your Flight Plan ✈️

Marketing your book doesn't have to feel overwhelming.

At *Everflight Publishing*, we work with authors across genres who are trying to build visibility and stay consistent—even when writing takes up all their energy.

This 7-day plug & play content guide was built to help you show up online without overthinking it. These prompts are genre-flexible, adaptable, and designed to connect you with your audience—whether you're promoting a book or just starting to build your brand.

Ready for takeoff? Let's go.

— *The Everflight Team*

How to Use This Guide

Marketing your book doesn't have to mean spending hours staring at a blank caption box. This 7-day kickstart is designed to help you show up online with confidence, clarity, and connection—without the burnout.

Here's how to get the most out of it:

What You'll Find:

Each day includes:

- A themed content prompt
- A plug-and-play caption (just fill in the blanks)
- Suggested post format (photo, reel, story, etc.)
- Pre-curated hashtags to boost visibility

Tips for Posting:

- You don't have to post 7 days in a row. Spread them out over two weeks if needed.
- Swap out prompts to match your mood or content bank.

Want to Go Further?


This kit is just your first step.

Our full Flight Plan: A Year of Author Content Made Simple includes:

- 30 genre-flexible prompts
- Caption formulas
- Reel/TikTok content ideas
- Hashtag packs
- Bonus batching tools to save you time

You'll find the link to upgrade on the final page.

Now go ahead—show the world who you are and why your story matters.

You don't need to go viral. You just need to show up. 

— *Everflight Publishing*



Flight Plan: 7-Day Author Visibility Kickstart

A plug-and-play social content guide by Everflight Publishing



DAY 1: Meet the Author



Post Type: Photo of you or your writing space



Caption Template:

Hey there, I'm [Your Name], and I write [genre]!

I've always had a love for [theme/mood—e.g., dark magic, slow-burn romance, twisted timelines], and that love turned into stories.

I'm currently working on [book title or WIP nickname], and I can't wait to share more of it with you.

Tell me—what genre do you love to read?




Hashtags:

#MeetTheAuthor #AmWriting #WritersOfInstagram

#IndieAuthor #EverflightPublishing



DAY 2: Your Book, in Emojis

 *Post Type: Text-only graphic or selfie holding your book/WIP notebook*



Caption Template:

Let's play a game. Here's my book in emoji form:

[insert 3–6 emojis that capture the theme, vibe, or plot]

Can you guess what it's about based on that? 😊

Bonus: Drop your book emojis in the comments too!



Hashtags:

#BookInEmojis #WIPReveal #BookVibes #WritersLife #BookTok



DAY 3: One Line That Gave You Chills

 *Post Type: A moody image or stylized quote graphic*



Caption Template:

Sometimes a single sentence makes you stop.

This line from my book gave me chills:

“Insert line here”

(No context. Just the impact. 😈)

Writers: drop your best line in the comments. Let's hype each other up.



Hashtags:

#LineThatHitHard #WIPSnippet #AmWritingFantasy #YAAuthor
#BookQuotes

JUL 17

DAY 4: What Genre Do You Write (and Why?)

📸 *Post Type: Talk-to-camera Reel or photo + caption*



Caption Template:

I write [genre] because [reason it lights you up].

There's something about [themes/tropes you love] that pulls me in every time.

I want my readers to feel [emotion you aim for—chills, comfort, adrenaline, etc.].

What genres do you love as a reader?



Hashtags:

#WhyIWrite #AuthorLife #GenreLove #IndieAuthorSupport
#WritingCommunity

JUL 17

DAY 5: Meet Your Main Character

📸 *Post Type: Character mood board, AI art, or selfie with a caption*



Caption Template:

Time to meet the star of my book: [character name].

If they walked into a room, you'd notice [quirk or trait].

They're the kind of person who [quick insight—"trusts no one," "would take a bullet for you," etc.].

Their story? Let's just say it starts with [teaser moment or hint at conflict].




Hashtags:

#CharacterIntro #MainCharacterMonday (even if it's not Monday)
😎 #WIPCharacter #BookCharacter #FantasyAuthor
#EverflightPublishing



DAY 6: Share a Writing Ritual

 *Post Type: Reel of your coffee routine, desk setup, or a photo of your tools*



Caption Template:

Every time I sit down to write, I start with [ritual—lighting a candle, brewing tea, re-reading yesterday's lines, etc.].

It might sound silly, but it gets me into the zone.

Writers, what's your weird little ritual before you create?



Hashtags:

#WritingRituals #CreativeRoutine #WritersOfTikTok

#IndieWriter #WritingLife



DAY 7: What's One Thing Readers Should Know About You?

 *Post Type: Heartfelt selfie or aesthetic flat lay*



Caption Template:

If readers only knew one thing about me, I'd want it to be this:

[Insert your truth—why you write, what you stand for, how stories saved you, or what you hope your book leaves behind.]

Books are more than stories. They're pieces of the people who write them.



Hashtags:

#AuthorHeart #WriterTruth #WhyIWrite #BooksAreMagic

#EverflightPublishing

Ready to Keep Flying?

You've just scratched the surface.

This 7-day sampler is part of our full Flight Plan: A Year of Author Content Made Simple — a powerful toolkit built to help you:

- ✓ Stay visible year-round
- ✓ Build authentic connections with readers
- ✓ Promote your book without feeling like a salesperson

Grab the full Flight Plan to unlock:

- All 30 genre-flexible prompts
- Done-for-you caption formulas
- Reel/TikTok content ideas
- Batching tools to save hours of time
- Bonus: Discount on publishing consults with Everflight

Click here to take off:

 everflightpublishing.com/flightplan