

SEVEN CORE SYSTEMS

FOR A SUSTAINABLE AUTHOR CAREER

This roadmap is designed for authors who want to build a sustainable career — not just publish a book.

Whether you're indie or traditionally published, early in your journey or scaling up, systems create stability.

Motivation fluctuates.

Algorithms change.

Markets shift.

Systems create stability, confidence, and long-term growth.

Becki Lee is an indie author and systems-focused educator who believes sustainable careers are built intentionally.



SEVEN CORE SYSTEMS

FOR A SUSTAINABLE AUTHOR CAREER

Design your author career to last.

FOUNDATION SYSTEMS	1	Creative Systems Captures creative ideas and strategically plans books on a consistent schedule.
	2	Production Systems Moves every book from draft to publication through a structured, repeatable pipeline.
GROWTH SYSTEMS	3	Community Systems Turns readers into loyal advocates through intentional connection and shared experience.
	4	Email Systems Builds a direct, owned relationship with readers that compounds over time.
	5	Marketing Systems Creates steady visibility through consistent messaging and repeatable content rhythms.
LONGEVITY SYSTEMS	6	Financial Tracking Systems Tracks revenue and trends so decisions are driven by data, not emotion.
	7	CEO/Strategic Review Systems Protects sustainability by regularly reviewing performance, priorities, and long-term direction.

FOUNDATIONAL SYSTEMS

Sustainable author careers are built intentionally.

Think of these first three systems as the bones of your business. Everything else you do builds on these.

These systems will help create stability. Without them, growth becomes chaos and we want stable, reliable, repeatable growth.

1. Creative Systems

The engine of your career.

This system ensures you are not just writing , but that you are building intellectual property strategically.

A strong Creative System includes:

- A reliable idea capture method
- A drafting rhythm you can sustain
- A clear revision workflow
- Series planning with long-term direction
- A 12–18 month publishing roadmap
- Industry knowledge about your genre and readers to make good business decisions

When this system is strong, books release consistently and creative burnout decreases.

2. Workflow & Production Systems

The calm behind every book and every launch. This system moves a manuscript from draft to publication without last-minute panic or confusion.

Knowing how long each piece of your system takes removes the dread of deadlines. When this system is in place and working, reaching a deadline is inevitable, not stressful.

It includes:

- Editing timelines
- Cover design scheduling & timeline
- Formatting checklists
- ARC coordination & management
- Upload and metadata workflows
- Back matter update processes

Every book should follow the same pipeline. When this system is repeatable, launches feel predictable instead of overwhelming.

GROWTH SYSTEMS

Once your foundational systems are in place, it's time to turn to your growth systems.

These systems turn visibility into sustainability.

3. Community Systems

Choose your ground. Then build on purpose.

Community is not "being everywhere." It is making an intentional decision about where you want to interact with your readers — and building depth there.

A strong Community System includes:

- Choosing your primary platform (email, book club, Facebook group, Patreon, etc.)
- Defining the purpose of that space
- Creating consistent engagement rhythms
- Designing content around connection, not just promotion
- Aligning events and launches to that hub
- Event strategy (signings, conferences, etc)
- Street team/ARC team structure

Community is not random visibility. It is strategic concentration. When done well, it creates loyalty, repeat buyers, and long-term stability.

4. Email Systems

You've chosen where you want to build Community. Hopefully email is one of your main focuses. When starting out, it can even be your only focus.

An email list is your most valuable long-term asset. Every author should have an email list whether you're traditionally published or indie.

While it's nice to have a big following on TikTok or Instagram or maybe a big reader group on Facebook, all those social platforms are rented space.

Your email is owned space. Make sure you spend time on these systems and check them regularly to see if updates are needed.

This system includes:

- Clear lead magnets
- Automated welcome sequences
- Launch templates
- Regular backlist mentions and sales
- Reader segmentation
- Re-engagement campaigns
- Regular cleaning of the list

Over time, this becomes predictable revenue and stronger reader relationships.

5. Marketing Systems

Based on where you chose to interact with your readers, this is the how & what piece of that.

Your marketing might include social media, ads, emails, or promotions. This is keeping track of what you're doing and knowing what works and should be continued and what needs to be stopped.

Marketing should not depend on bursts of motivation, but rather on consistency.

This system includes:

- A weekly content rhythm
- Repurposing frameworks
- Evergreen content library
- Release countdown calendar template
- Live or event cadence

When you become consistent, visibility compounds. And when you have your systems in place, you can be consistent without burnout.

Longevity Systems

6. Financial Tracking Systems

We're working on the assumption that you are creating an author "business." To make data-driven business decision, you need data. That's what this system is all about.

This system replaces guesswork with data.

It tracks:

- Revenue by book/series or pen name
- Sales trends over time
- Ad spend and ROI
- Email growth and conversion patterns
- Monthly and quarterly performance
- Events and promotions to know how they converted for you

When this system is active, decisions are from a calm, informed place. Long-term success = watching trends, not reacting emotionally to one off month.

7. CEO / Strategic Review Systems

Once your foundational and growth systems are in place, it's time to focus on long-term success. These systems protect all others.

This is where you step out of creator mode and into leadership.

It includes:

- Monthly performance reviews
- Energy audits
- Revenue trend analysis
- Priority setting
- Quarterly strategic alignment
- Creating multiple streams of income

This system ensures strategic growth that remains sustainable — not reactive.

On the next couple of pages you'll find a quick self-assessment to see how your systems are.

I'll be sharing deeper guidance on each of these systems — how to build them, refine them, and implement them without overwhelm. Stay connected and grow with me.

How Strong Is Your Author Infrastructure?

Most author frustration isn't a talent problem — it's a systems problem. This quick assessment will help you identify where your foundation is strong and where improved structure could make everything feel calmer and more sustainable.

Check what's consistently true. The goal is awareness, not perfection.

Foundation Systems

1. Creative System

- I have a reliable way to capture story ideas.
- I follow a drafting rhythm I can sustain.
- I know what I'm publishing in the next 12 months.
- My revision process is clear and repeatable.

2. Workflow & Production System

- I know how long each production stage takes.
- Every book follows the same launch pipeline.
- I use checklists for formatting and uploads.
- Deadlines feel predictable, not chaotic.

Growth Systems

3. Community System

- I've intentionally chosen where to interact with my community.
- I have a defined purpose for that space.
- I show up there consistently.
- My engagement is relational, not just promotional.

4. Email System

- I have at least one strong lead magnet.
- I use an automated welcome sequence.
- I segment my list.
- I regularly review list health and performance.

5. Marketing System

- I follow a weekly marketing rhythm.
- I repurpose content instead of starting from scratch.
- I track what works and stop what doesn't.
- Marketing feels structured, not random.
- I have a library of marketing content to reuse.

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Longevity System

6. Financial Tracking System

- I track revenue by book or series.
- I review sales trends monthly.
- I know what promotions convert.
- My decisions are based on data, not gut reaction.

7. CEO / Strategic Review System

- I review my business monthly.
- I have multiple streams of income.
- I evaluate what's working and what isn't.
- I align projects with long-term goals.
- My workload feels sustainable.

If you checked fewer than half of the statements in a system, that's likely where your growth is being limited. Small structural improvements compound over time.

If you'd like help building these systems, keep an eye on your inbox.