

LEARNING WITH SDP

Q4 Planner and January Prep

Check, choose, schedule, and track

Participant Handout | October 19, 2026 | Presenter: Jolene MacFadden

This is the worksheet. Print it or fill it in on screen. Work through Step 1 this week, pick no more than three moves in Step 2, then put them on your calendar. Dates and rules are in Handout 1.

Step 1. Account Health Check (do this first)

- ☐ I can log in to KDP and nothing is flagged on my Bookshelf or account page
- ☐ I can log in to IngramSpark, Draft2Digital, or any other distributor I use
- ☐ I checked my spam and junk folders for identity, tax, or account notices
- ☐ I logged in directly from the website, not from a link in an email
- ☐ My tax interview and bank details are current on every platform
- ☐ My Amazon Author Central page shows all my books and a current bio
- ☐ Every buy link on my website, email signature, and social bios works
- ☐ My newsletter sign-up form works (I tested it with a second email address)

Step 2. Pick Your Three Moves

Tick no more than three. One finished move beats five half-done ones. Leave the rest for next year without guilt.

- ☐ Write and use a gift line everywhere (Handout 1, Section 3)
- ☐ Send the five holiday emails (Handout 1, Section 6)
- ☐ Run one price promotion (Countdown Deal, sale price, or free days)
- ☐ Submit to BookBub plus one backup promo site
- ☐ Create an ebook box set or bundle
- ☐ Offer signed copies by mail (order stock by early November; mail by Dec. 17)
- ☐ Pitch two or three local gift guides (Handout 1, Section 7)
- ☐ Ask my local bookstore about Indies First on Nov. 28
- ☐ Sell at a holiday craft fair, market, or library event
- ☐ Post one seasonal, non-sales social post per week
- ☐ Run a post-Christmas new-reader deal (Dec. 26 to Jan. 3)

My three moves

1. _____
2. _____
3. _____

Step 3. My Gift Line

The perfect gift for the reader who loves [comparison, trope, setting, or hobby].

For the reader who loves...

Where I'll use it (newsletter, social, website, fair sign, pitches)

Step 4. My Q4 Calendar

Week of	What I'll do	Done?
Oct. 19		☐
Oct. 26		☐
Nov. 2		☐
Nov. 9		☐
Nov. 16		☐
Nov. 23		☐
Nov. 30		☐
Dec. 7		☐
Dec. 14		☐
Dec. 21		☐
Dec. 28		☐

Step 5. Promotion Booking Tracker

Site or promo	Dates wanted	Submitted	Status	Cost

If your first choice says no, move to your backup the same day. Remember: no list price changes for 30 days before or 14 days after a Kindle Countdown Deal.

Step 6. Results Tracker

Rough numbers are fine. Write them down weekly so you're not guessing in March.

Week of	Units sold	Page reads (KU)	New subscribers	What I tried
Nov. 16				
Nov. 23				
Nov. 30				
Dec. 7				
Dec. 14				
Dec. 21				
Dec. 28				

The one thing that worked best this season

The one thing I won't do again

Step 7. January Prep Checklist

Do these in the last week of December, while the season is fresh.

- ☐ Sent my year-end thank-you email (no pitch)
- ☐ Filled in my results tracker and wrote down what worked
- ☐ Booked one promotion for January or February
- ☐ Updated back matter in every book: newsletter link, series order, next book
- ☐ Updated my website and Author Central with any new releases
- ☐ Reset my email signature and social bios after the holidays
- ☐ Saved my best holiday posts and emails to reuse next year
- ☐ Put next year's Q4 planning date on my calendar (mid-October)
- ☐ Wrote down one marketing goal for 2027

My one marketing goal for 2027
