THE EVICTION TEST

A platform-dependency worksheet for authors

Platform-Proof Progression for Authors · Mark Leslie Lefebvre · Author Nation 2026

Every author builds on some rented land. That is fine — rented land is where discovery happens. The point of this page is to know which parts of your reader relationship you actually own, write that down as one honest number, and come back to it in twelve months to see whether the arrow moved. Nobody is graded. Everybody starts somewhere.

1. Audit every channel

List each place readers find or follow you. For each one, answer the three questions and assign a tier: Owned (you can export the relationship), Borrowed (you can reach them but cannot take them with you), or Rented (someone else decides whether they see you).

Channel	Who holds the keys?	Who decides who sees me?	If it vanished tonight, what share could I still reach?	Tier (O / B / R)

2. Your owned-reach ratio

Of the readers who bought your last book, what share could you reach tomorrow morning if every rented and borrowed channel went dark tonight? One number. That is the whole audit.

Owned-reach ratio today	Date	Revisit on	Target in twelve months

If the number is small, that is a direction, not a verdict. Progression is the P that turns it into a trend.

Handout Courtesy of Mark Leslie Lefebvre from the free weekly podcast
Stark Reflections on Writing and Publishing - www.starkreflections.ca



3. The value-first magnet check

Free is a price. Value is a reason. Run your reader magnet — or the one you are planning — through all five.

- ☐ Would a true fan pay for this? (If not, it is a coupon, not a gift.)
- ☐ Does it reward people who already know my world? (Easter eggs filter for the right readers.)
- ☐ Does it satisfy on its own? (A complete arc; nobody leaves annoyed.)
- ☐ Does it set the right expectation? (Genre, tone, length — accurate signals.)
- ☐ Will the call-to-action still work in five years? (One evergreen link, in every book.)

My magnet: _____

My evergreen sign-up address: _____

4. The picker

A menu is not a to-do list. Before adding any channel for reader engagement or community, answer all four.

- ☐ Do I actually enjoy this? (Resentment has a shelf life of about six weeks.)
- ☐ Can I sustain it for three years? (Not three months — compounding needs time.)
- ☐ Does it send people home to the hub? (Or does it leave them where they found me?)
- ☐ Is it where my readers already gather? (Go where they are, not where the gurus are.)

Channel one, for the next three years: _____

Channel two, for the next three years: _____

5. Signposts home

Every spoke should carry a signpost back to the hub. Tick the ones already in place; circle the one you will fix first.

- ☐ Back matter: the offer and the link in every book, every format — including the library copy
- ☐ One universal address (a Books2Read author page or universal link) so one URL works everywhere
- ☐ QR code on the table sign, the bookmark, the back cover
- ☐ Bio links everywhere a human might find me: show notes, retailer profiles, social bios
- ☐ A clipboard and pen at every in-person event, for the reader who will not scan
- ☐ A personal follow-up within 24 hours of meeting a new reader



6. Four signals worth tracking

Rank is a feeling. A reply is a relationship. Write down how you will measure each signal, where it stands today, and where you would like it to be in a year. Then stop refreshing the dashboard.

Signal	What it asks	How I will measure it	Baseline today	Twelve months from now
Reach	**What share of my readers can I contact without anyone's permission?**			
Response	**Are they writing back?**			
Return	**Are they coming back — next book, next newsletter, next year?**			
Resilience	**If my largest channel halved tomorrow, would it hurt, or would it end me?**			

The story is permanent. The platform is the temporary vessel. You do not have to abandon the platforms — you just stop living there.

