

How to Build Your Author Platform

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Building blocks to use for your platform: some ideas to get you started

- Put auxiliary talents into play: public speaking, teaching, editing, marketing experience, social media savvy, etc.
- Have an online presence: your own website, your own blog, writing for other online sources, being searchable in general
- Have a social media presence: Facebook, Twitter, Instagram, Pinterest, etc. (choose 2 or 3 and stick with them)
- Utilize/join your personal and professional networks: professional organizations, leisure/hobby/sports groups, local Chamber of Commerce/business organizations, etc.
- Look for opportunities to communicate in general and not just on the page: public speaking, teaching, providing library programs, being a subject matter expert and going on podcasts and local TV stations, etc.
- Send out regular newsletters and get sign-ups from your website, your in-person events, your social media channels, etc.
- Participate in local events: have a table, sponsor an event, help organize events, speak/present at events, etc.
- Create videos, tutorials, podcasts, etc. that audiences will find useful and interesting
- Stay up-to-date with current trends in whatever areas of expertise you already have and are writing about and explore new niches you'd like to learn more about: follow thought leaders, read books and articles by experts in the field, attend events/seminars, find an informal/formal mentor
- Pursue professional certifications/training in your field of interest