

# Building Your Author Platform Online Worksheet

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This is the worksheet for August's seminar, which you can find in audio and transcript forms at: [www.writershuddle.com/seminars/aug2012](http://www.writershuddle.com/seminars/aug2012)

## Key Points from the Seminar

Your author platform is your ability to reach people.

### Who Needs an Author Platform?

Unless you're writing just for yourself (e.g. a journal) then you should think about an author platform. You'll need it for:

- Approaching a traditional publisher
- Self-publishing a book
- Building a writing-related business

It's never too early – or too late! – to start building your author platform.

### Three Key Ways to Build an Online Platform

#### Method #1: Blogging

Use WordPress.com or WordPress.org to create a blog. The [Starting Your First Blog](#) mini-course in Writers' Huddle will help you get going.

It's up to you what to blog about. Fiction writers usually write about things that are related to their novel(s); non-fiction writers usually write about their specialist topics(s).

If you're building a writing-related business, you could blog about writing itself.

#### Method #2: Using a Mailing List

A mailing list is made up of people who've chosen to receive emails from you. Most authors will email at least monthly, to stay in touch.

You can use your mailing list a bit like a blog, with regular short articles, or you can just send an email when you have news – e.g. a new book coming out.

A mailing list is valuable because it lets you reach people directly.

### **Method #3: Using Social Media**

Social media includes sites like Twitter, Facebook, LinkedIn and Google+. It's a good idea to choose just one or two to focus on.

These sites are a great place to get to know other writers, as well as a place where you can build up an audience of readers.

Joanna Penn, [@TheCreativePenn](#) on Twitter, is a great person to follow so that you can see how she uses social media to grow her platform.

## **Exercise**

Decide on **one** area where you could start (or grow) your author platform.

Write down what you'll do:

This week: \_\_\_\_\_

Next week: \_\_\_\_\_

Within a month: \_\_\_\_\_

## **Further Resources**

[Starting Your First Blog Mini-Course](#) – this will help you get your blog set up and running

*Look out for:*

**Twitter for Writers Mini-Course** – coming to the Huddle very soon!

**Blog On** – a 9-week course to get you into blogging, coming in October 2012