

Greater Philly Christian Writers Conference

Build Your Author Platform



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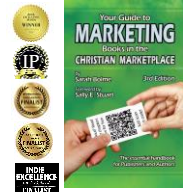
Greater Philly Christian Writers Conference



Instructor: Sarah Bolme



Christian
Small Publishers
Association™



Greater Philly Christian Writers Conference



We provide information and tools for success in publishing and marketing for small publishers and independently published authors in the Christian marketplace.

www.christianpublishers.net



Greater Philly Christian Writers Conference

Membership in Christian Small Publishers Association (CSPA) provides you support in your publishing and marketing journey by:

1. Providing you cutting-edge information.
2. Providing you tools for success.
3. Saving you money.



Greater Philly Christian Writers Conference

Cost-saving CSPA membership benefits include:

- Monthly newsletter packed with information
- On-demand seminars on marketing and publishing
- BookCrash: a book review program
- Cooperative marketing programs
- Christian Indie Awards
- Free title setup with IngramSpark and Lightning Source
- Discounts on services.



Author Platform

You have heard it said:

To get published and sell books, you need a platform.



Author Platform

- Editors of Publishing Houses ask?
 - How big is your email list?
 - How many followers do you have on social media?



Author Platform

What is a Platform?



Author Platform

Having an audience that trusts and listens to you.



Author Platform

- An audience is a group of people who listen to what you present or say.
 - These people are not “found”.
 - Involves trust.



Author Platform

- Ask yourself:
 - Who do you have influence with?
 - Who listens to what you have to say?



Author Platform

- Why will an audience listen to you?
 - You write compelling stories that they can relate to and that speak to their hearts.
 - You provide useful information that meets a need in their lives.



Author Platform

Enter Content Marketing



Author Platform

“The most effective way to develop an audience is by connecting with your target audience through sharing content that is relevant and useful so that they begin to trust you and your message.”



Author Platform

What is Content?

Content is information that:

- Informs / Educates
- Inspires
- Entertains



Author Platform

What is Content Marketing?

According to Copyblogger, content marketing is:

“Content marketing means creating and sharing valuable free content to attract and convert prospects into customers, and customers into repeat buyers. The type of content you share is closely related to what you sell; in other words, you’re educating people so that they know, like, and trust you enough to do business with you.”



Author Platform



Why Content Marketing?

- Studies show that, on average, people are exposed to over 5,000 advertising and brand messages every day.
- As a result, as a whole, society has come to trust advertising messages less.
- Instead, consumers prefer to learn about new products and services through content.



Author Platform

Studies also reveal:

- 7 out of 10 consumers would rather learn about a product or company from interesting content than from an ad.
- 60% of consumers say they feel better about a company that delivers custom content, and are more likely to buy from that company.
- People spend more than 50% of their time online looking at content.



Author Platform

Benefits of Content Marketing

- Expands your reach.
- It extends the life-cycle of your material.
- It increases your visibility.
- It builds trust with your audience.



Author Platform

TRUST
is an essential ingredient
in book buying.



Author Platform



Research shows that the number one reason
someone reads a book is because they
know or are familiar with the author.



Author Platform

The reader may know the author because:

- They have heard the author speak.
- They have read other books by the author.
- They have heard the author interviewed.
- They have read an interview or article by the author.
- The author is an influencer they listen to, watch, or follow.



Author Platform



Author Platform

In this seminar, you will learn:

A Six-Step Content Sharing Strategy to Build an
Author Platform and Grow Your Audience.



Author Platform

Four Essential Ingredients of Content Marketing



Author Platform

Ingredients:

1. A website
2. Interesting, engaging, and unique information
3. Social media accounts – at least two
4. An email program

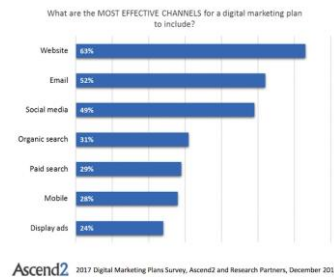


Author Platform

The Six-Step Content Sharing Strategy to Grow an Audience for Your Books



Author Platform



Author Platform

Six Step Content Sharing Strategy

Step 1: Identify your message and target audience.

Step 2: Have a website with a blog.

Step 3: Decide how often you will add new content.

Step 4: Create content and start blogging.

Step 5: Build an email list.

Step 6: Share your content via email and social media.



Author Platform

Example of the Six Step Content Sharing Strategy

just an
Example



Author Platform

1. Identify your message and your target audience.



Author Platform

2. Have a website with a blog.



Author Platform

3. Decide how often you will add content.



Author Platform

4. Create content and start blogging.

7 Social Media Facts You Should Know

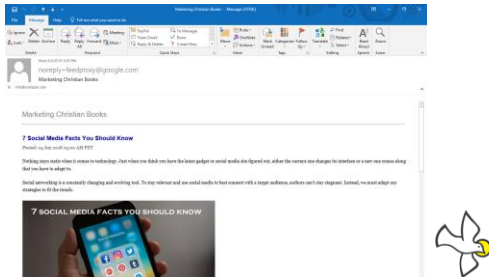
Nothing stays static when it comes to technology. Just when you think you have the latest gadget or social media app figured out, either the current one changes its interface or a new one comes along that you have to adjust to.

Social networking is a constantly changing and evolving field. To stay relevant and use social media to best connect with a target audience, authors can't stay stagnant behind; we must adapt our strategies to fit the trends.



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5. Build an email list.



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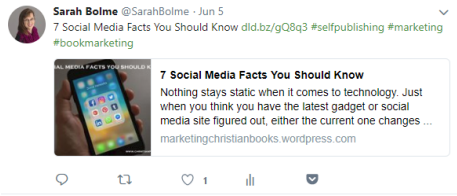
6. Share your content via social media.

Facebook



Author Platform

Twitter



Author Platform

Twitter



Author Platform

Twitter



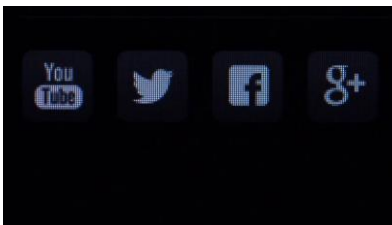
Author Platform

Pinterest



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YouTube



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YouTube



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The Six-Step Content Sharing Strategy to Grow an Audience for Your Books



Author Platform

Step #1 Identify Your Message & Target Audience



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Identify Your Unique Message Ask Yourself:

- What felt need am I addressing?
- What problem do I solve?
- How is my message unique?
 - What do I offer that others writing on my topic don't?
 - What differentiates me from other authors writing on this topic?
- Who needs or is interested in this message?



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Identify Your Target Audience Ask Yourself:

- Who am I writing to?
 - Gender?
 - Age?
 - Economic status?
 - Relationship status?
 - Employment?
 - Spiritual level or interest?
 - Special interests?



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Step #2 Have a Website



Author Platform



Author Platform

Your Website Contains Your **Calls to Action**.

1. Sign up for your email updates.
2. Buy your books.



Author Platform

Your Website URL Should Be:

- Your Author Name
- Your Book's Title
- Your Brand



Author Platform

Your Website Should Contain:

- A Blog
- About Your Books
- Link to Purchase Books
- Email Signup / Call to Action
- About the Author
- Reviews / Endorsements
- Social Media Links
- Contact Information
- Privacy Policy



Author Platform



Author Platform



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Easy to Use, Affordable Website Hosting & Building Services:

- Squarespace
www.squarespace.com
- Weebly
www.weebly.com
- Wix
www.wix.com
- Caard
<https://carrd.co>



Author Platform

Services:

- Celebration Web Design
www.CelebrationWebDesign.com

 CelebrationWebDesign



Author Platform

An Engaging Website is Important

- You have a very short time to convince visitors to stay on your website.
- Studies show that the average user used to spend seven seconds on a website before deciding to leave or stay. Now, that time has shrunk to mere seconds.

