

## Greater Philly Christian Writers Conference

### Build Your Author Platform



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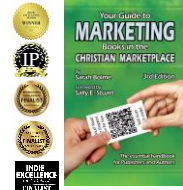
## Greater Philly Christian Writers Conference



Instructor: Sarah Bolme



Christian Small Publishers Association™



## Author Platform

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



## 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

### Step #6

### Share Your Content via Email and Social Media



## Author Platform

### Conducting an Email Campaign



## Author Platform

### Sending Emails:

- Send an email when you add new content to your blog.
- Don't send emails more than once a week.
- Offer some content, not just products or services.
- Offer discounts or coupons regularly.
- Include a clear call-to-action.
- Use your bulk email service to send emails.



## Author Platform

Subject: 5 Good Reasons to Take a Month Off

Sarah:

Would you ever take a month off?

As a busy high achiever, you may consider this impossible. But it's not -- and in fact, it's well worth doing. I've found a way to take a month-long sabbatical just about every year. And you know what? I've discovered that it makes me more productive, more energized, and more in tune with my greatest priorities. Here are [5 things I've learned from getting away from it all](#).

I bet you can do it, too. [Find out why you should take a sabbatical.](#)

Warmly,

Michael

*Did you know? Just last year, I released a brand new life-planning book called [Living Forward](#) that I wrote with executive coach Daniel Harkavy. Now a USA Today and Wall Street Journal bestseller, this book is a step-by-step guide to help you stop drifting and design the life you want. [Click here to claim your copy.](#)*



## Author Platform

### Repurpose Your Content for Sharing on Social Media



## Author Platform

### Social Media Usage

- 76% of U.S. internet users active on social media
- A little more than two-thirds of U.S. adults (68%) are Facebook users. Nearly 75% of these users check Facebook on a daily basis.
- Instagram has the greatest engagement rate of all the social media sites.
- The average American uses three of the eight major social platforms.



## Author Platform

### Sharing Your Content via Social Media Increases Your Exposure:

- Shares in social networks influence the increase of website traffic.
- Increases backlinks to your website.
- Enhances brand awareness.
- Viral builds readers confidence in you.
- It is a low-cost promotion technique.



## Develop an Audience

### Social Media Sites:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Google+
- YouTube
- Snapchat



## Author Platform

### Hashtags:

- [#Bookstagram](#)
- [#EpicReads](#)
- [#Books](#)
- [#BookAddict](#)
- [#BookClub](#)
- [#BookNerd](#)
- [#AmReading](#)
- [#BookLovers](#)
- [#Bibliophile](#)
- [#FreeBook](#)
- [#EBooks](#)
- [#Bookshelf](#)
- [#BookPhotography](#)
- [#BookChat](#)
- [#IReadEverywhere](#)
- [#MustRead](#)



## Develop an Audience

### Social Media Posting:

- Facebook \* Instagram \* LinkedIn
  - Post 1 to 2 times per day
- Twitter
  - Post 5 to 10 times per day
- Pinterest
  - Post 3 to 5 times per day



## Author Platform

### Schedule Your Social Media Posts:

- HootSuite  
[www.hootsuite.com](http://www.hootsuite.com)
- Buffer  
[www.bufferapp.com](http://www.bufferapp.com)
- Sprout Social  
[www.sproutsocial.com](http://www.sproutsocial.com)
- Social Oomph  
[www.socialoomph.com](http://www.socialoomph.com)
- Tailwind  
[www.tailwindapp.com](http://www.tailwindapp.com)



## Author Platform

### One Piece of Content— Many Uses



## Author Platform

“Repetition of your message is important to reach the decision-making tipping point. It may take up to ten ‘hits’ on prospects to get them to buy.”

~Brian Jud



## Author Platform

### Start With Your Blog Post and Turn It Into:

- A Podcast
  - Anchor <https://anchor.fm>
  - Amazon Polly for WordPress  
<https://wordpress.org/plugins/amazon-polly>
  - iSpeech  
[www.ispeech.org/convert.blog.text.to.speech.podcast](http://www.ispeech.org/convert.blog.text.to.speech.podcast)



## Author Platform

Start With a Podcast and Turn it into:

- A Written Blog Post
  - VoiceBase [www.voicebase.com](http://www.voicebase.com)
  - Rev [www.rev.com](http://www.rev.com)
  - Temi [www.temi.com](http://www.temi.com)



## Author Platform

Start With Your Blog Post and Turn It Into:

- A Video
  - Facebook Live / YouTube Live
  - Camtasia / Filmora / PowerPoint
  - Lumen 5 <https://lumen5.com>



## Author Platform

Internet video watching is popular and growing.

- Experts estimate that by 2019, video watching will account for 80 percent of Internet traffic.
- After watching a video, 64 percent of users are more likely to buy a product online.
- On Facebook, video posts have a 135% greater organic reach than photo posts.
- Keep videos short—60% of viewers stop watching a video by two minutes.



## Author Platform

Start With Your Blog Post and Turn It Into:

- Shareable Graphics
  - <https://www.canva.com>
  - <https://spark.adobe.com>
  - <https://about.easil.com>
  - <https://snappa.com>



## Author Platform

One Blog Post  
  
 Multiple Social Media Posts



## Author Platform

Sharing Content on Social Media:

- Write out about 5-15 social media posts to promote your content.
- Schedule these into your networks at different times and on different days.



# Author Platform

IngramSpark

PLAN YOUR BOOK HOW IT WORKS PRICING RESOURCES BLOG ACADEMY

## Ask The Expert

### How to Be an Author Expert

Tuesday, May 16, 2018

by Sarah Bolme (@SarahBolme)

I once spoke with a gentleman who had written and published a book on terrorism's threat to our water supply. As we discussed avenues for marketing his book, this gentleman remarked that mostly academicians had purchased the book, which he found sorry. Here was an individual who had the knowledge and the foresight to write a book on an important subject of concern to our



# Author Platform

IngramSpark @IngramSpark · May 16

Seeking out and connecting with other experts in your subject matter is one way @SarahBolme says you can improve your position as an author expert.

**How to Be an Author Expert**

When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role. [ingramspark.com](http://ingramspark.com)



# Author Platform

IngramSpark @IngramSpark · May 17

@SarahBolme shares with us three important things authors can do to enhance their position as a trusted expert in their subject matter. Find out what they are!

**How to Be an Author Expert**

When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role. [ingramspark.com](http://ingramspark.com)



# Author Platform

IngramSpark @IngramSpark · May 18

Practice confidence as an expert and make the most of every opportunity to alert others to new information without being overbearing. Expert tips:

**How to Be an Author Expert**

When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role. [ingramspark.com](http://ingramspark.com)



# Author Platform

IngramSpark @IngramSpark · May 19

Things experts say: "Studies show" and "research indicates." See what else @SarahBolme has to say about how authors can conduct themselves as experts. #authorlife #writelife

**How to Be an Author Expert**

When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role. [ingramspark.com](http://ingramspark.com)



# Author Platform

IngramSpark @IngramSpark · May 20

Whether approaching a radio station for an interview, speaking at a local bookstore, or writing a blog, when you think, act, and talk like an expert, people take notice.

**How to Be an Author Expert**

When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role. [ingramspark.com](http://ingramspark.com)



## Author Platform

**IngramSpark** @IngramSpark · May 21  
 #indieauthors who position themselves as experts in their subject do so from a position of openness and encouragement, not arrogance and dominance. Get expert tips:



**How to Be an Author Expert**  
 When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role.  
 ingramspark.com



## Author Platform

**IngramSpark** @IngramSpark · May 22  
 Thinking like an expert creates opportunity. Seek out other experts who are writing or speaking on the same subjects and network with them. #SciChat #ScriptChat #WritingParty



**How to Be an Author Expert**  
 When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role.  
 ingramspark.com



## Author Platform

**IngramSpark** @IngramSpark · May 23  
 If you write a book on the history of tacos does that make you a taco expert? Sure does! See what being an author turned expert should look like.



**How to Be an Author Expert**  
 When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role.  
 ingramspark.com



## Author Platform

**IngramSpark** @IngramSpark · May 24  
 If you write a book on a subject that holds sway for even the smallest audience, you need to recognize the elevated position it will place you in. Expert tips:



**How to Be an Author Expert**  
 When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role.  
 ingramspark.com



## Author Platform

**IngramSpark** @IngramSpark · May 25  
 When you #author a #book on a particular subject, you become an expert on that subject. Get tips @SarahBolme on how to think, act and talk like an expert while marketing your books:



**How to Be an Author Expert**  
 When you write a book, you automatically become an author expert on the subject matter of your book. Here are some tips on how to fill that role.  
 ingramspark.com



## Author Platform

Example  
 just  
 another  
 example



## Author Platform

Blog Post:



### Market Your Christian Novel Like a Pro

According to Publishers Weekly, sales of Christian fiction books is healthy. The number of titles published each year has grown to 1,200. 17% of overall books published are also published in e-format. In other words, you have more sales potential. That number has only grown. The year one third of the books marketed by the 2016 Christian fiction brands were fiction books.

One of the best ways to market your Christian novel is to get your book on being published on ebooks rather than print books. According to Author Earnings, when a book is published in the form of an ebook, publishers can sell 70% of the book value according to ebooks and 30% of an ebook book purchase in ebooks.



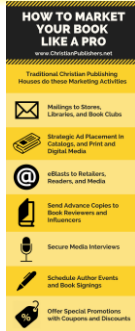
## Author Platform

Facebook / Pinterest / Instagram



## Author Platform

Pinterest / Facebook



## Author Platform

Twitter



## Author Platform

YouTube / Vimeo / Facebook / Pinterest



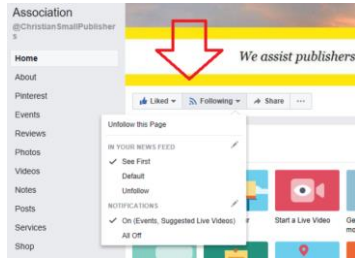
## Author Platform

Instagram



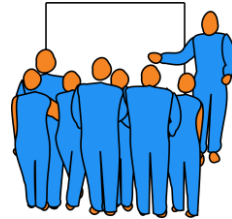
## Author Platform

### Facebook's Algorithm



## Author Platform

### More Tips for Increasing Your Audience



## Author Platform

### Enlarge Your Blog Reach:

- Follow and comment on blogs that speak to your target audience—join the conversation.
- Add your blog information to your email signature.
- Add your blog to Blog Directories.
- Guest blog on other blogs.



## Author Platform

*It takes nine months of regular posting for a blog to develop a strong, loyal readership base.*



## Author Platform

### Increase Your Audience:

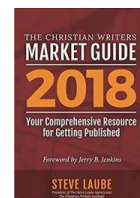
- Seek out media interviews.
  - [www.HelpaReporter.com](http://www.HelpaReporter.com)
  - [www.BlogTalkRadio.com](http://www.BlogTalkRadio.com)
- Seek out speaking engagements.
  - Start local



## Author Platform

### Increase Your Audience:

- Submit articles for publication.
  - *Christian Writers Market Guide*





## Author Platform

Amazon Author Page:

- Upload an Author Photo
- Write Your Author Biography
- Complete Your Bibliography
- Import Your Blog
- Upload Videos
- List Your Events



## Author Platform

Amazon Author Page:



## Author Platform

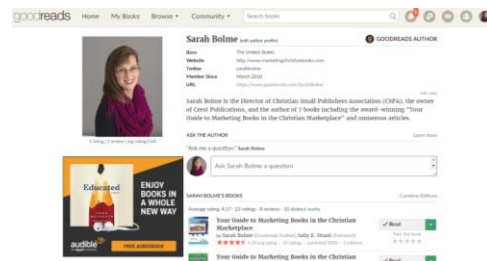
Goodreads Author Profile Page:

- Upload an Author Photo
- Write Your Author Biography
- Add All Your Books
- Import Your Blog
- Upload Videos
- List Your Events
- Add Quotes



## Author Platform

Goodreads Author Profile Page:



## Author Platform

In a Nutshell Content Marketing:

- Starts with a useful piece of information.
- This information is:
  - Posted on your Website
  - Shared with your Email Subscribers
  - Shared through Social Media



## Author Platform

Six Step Content Sharing Strategy

- Step 1:** Identify your message and target audience.
- Step 2:** Have a website with a blog.
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## Author Platform

The most important part of building an author platform:

- Developing Trust with People
  - 90% of success is showing up.
  - Show up day in and day out, day after day, and add value to their lives by providing useful information or compelling stories.



## Author Platform

Christian Authors Bring Hope to a Hurting World!



*How beautiful on the mountains are the feet of those who bring good news, who proclaim peace, who bring good tidings, who proclaim salvation, who say to Zion, "Your God reigns!"*

Isaiah 52:7



## Author Platform

Additional Resources:

- 25 Creative Ways Authors Use Images for Social Media Marketing  
<https://insights.bookbub.com/creative-ways-authors-images-social-media-marketing>
- 50 Ways Indie Authors Can Boost Their Facebook Engagement  
<https://www.amarketingexpert.com/50-ways-indie-authors-can-boost-their-facebook-engagement-now/>



## Author Platform

Additional Resources:

Follow My Blog at:

<https://marketingchristianbooks.wordpress.com>



## Author Platform

Additional Resources:

