

## Greater Philly Christian Writers Conference

### Build Your Author Platform



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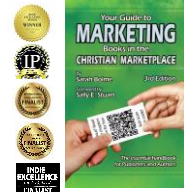
## Greater Philly Christian Writers Conference



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.



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### Step #3 Decide How Often You Will Add New Content



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### Determine How Often You Will Add New Content:

- Daily
- Weekly
- Monthly



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### Step #4 Create Content & Start Blogging



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“Writing a book without promoting it is like waving to someone in a dark room. You know what have you done but nobody else does.”

~Madi Preda



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### Why Blog?

- Blogs are highly influential—they rank third in influencing purchasing decisions.
- 77 % of Internet users read blogs.
- 61% of consumers have made a purchasing decision based on a blog post.
- Websites with blogs have 55% more visitors than those without blogs.



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### Format Will You Use?

- Written Blog
- Podcast
- Videos



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### How to Generate Content



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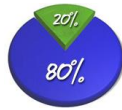
### Important Content Marketing Principle:

- Share information related to your books' topics.



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- Follow the 80/20 rule
- 80% should be useful information that enriches people's lives
- 20% can be personal or off-topic entertainment



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### 20 Content Ideas for Nonfiction Authors



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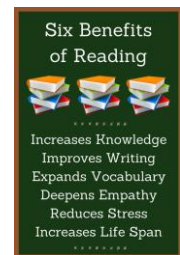
1. Use excerpted sections from your book.
2. Expound on various principles from your books.
3. Report and comment on current news that ties into your topic.
4. Point out common mistakes.

Dear Miss Guided:



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5. Write a "How-to" post.
6. Share statistics related to your topic.
7. Review books speaking to your books' themes.
8. Interview an expert or thought leader.



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9. Host guests with expertise on your topic.
10. Do a roundup of articles on the internet on your topic.
11. Run a survey or quiz and list the results.
12. Solve a common problem or a frequently asked question.



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13. Feature testimonials.
14. Highlight a reader and their problem.
15. Do an Industry Roundup.
16. Do a "Best of the Year" or "Most Popular" roundup of your own blog posts.



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17. Give readers a peak into your life, writing, or publishing.
18. Showcase a book event you participated in.
19. Host a giveaway.
20. Do a project or challenge.



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### 8 More Content Ideas for Fiction Authors



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1. Share scenes from your story.
2. Provide additional information on a theme in your novel.
3. Give unique information on the setting of your novel.
4. Discuss a surprising discovery you made while researching the book.



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5. Talk about advice that a character in your book received or gave to help overcome a challenge or solve a problem.
6. Give extra details or backstory about characters in your book.
7. Review books in your genre.
8. Feature book-related gifts.



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### Resources for Blog Content



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Stay Up-to-Date on News Related to Your Topics:

- Google Alerts  
<https://www.google.com/alerts>
- Mention  
<https://mention.com>
- Talkwalker  
[www.talkwalker.com](http://www.talkwalker.com)



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### Obtaining Free Books to Review:

- Request directly from an author or publisher.
- Sign up for a book review service.
  - NetGalley [www.netgalley.com](http://www.netgalley.com)
  - BookCrash [www.bookcrash.com](http://www.bookcrash.com)



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### Obtaining Free Books to Review:

- Major Christian Publishing Houses Programs:
  - BookLook Bloggers [www.booklookbloggers.com](http://www.booklookbloggers.com)
  - Tyndale Blog Network [www.tyndaleblognetwork.com](http://www.tyndaleblognetwork.com)
  - Crossway [www.crossway.org/blog-review](http://www.crossway.org/blog-review)
  - Baker Publishing Group <http://bakerpublishinggroup.com/bakerbooks/baker-books-bloggers>
  - Moody Publishers <https://www.mpnewsroom.com/content/blogger-review-program>



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### Finding Guest Posts and Experts to Interview:

- Network, Network, Network
- Blog Directories
  - Christian Directories
    - [FaithfulBloggers.com](http://FaithfulBloggers.com)
    - [BlogsByChristianWomen.com](http://BlogsByChristianWomen.com)
    - [BibleGateway.com/blog/bloggergrid](http://BibleGateway.com/blog/bloggergrid)
  - General Directories
    - [blogarama.com](http://blogarama.com)
    - [blogcatalog.com](http://blogcatalog.com)
    - [bloggingfusion.com](http://bloggingfusion.com)



## Author Platform

### Finding Guest Posts and Experts to Interview:

- Services
  - [BloggerLinkup.com](http://BloggerLinkup.com)
  - [MyBlogGuest.com](http://MyBlogGuest.com)
  - [Guestr.com](http://Guestr.com)



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### When the Creative Juices Run Dry, Try:

- Hubspot's Blog Ideas Generator  
<https://www.hubspot.com/blog-topic-generator>



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### Tips for Effective Blog Posts



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### Include a Visual (Photo) with Your Blog Posts

- Researchers found that colored visuals increase people's willingness to read a piece of content by 80% and that visual content is more than 40X more likely to get shared on social media than other types of content.



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### Include Visuals in Your Blog Posts

- Blog articles with images get 94 percent more views and more shares.
- Use Creative Commons photos.
  - [www.Pexels.com](http://www.Pexels.com)
  - [www.VisualHunt.com](http://www.VisualHunt.com)
  - [www.Pixabay.com](http://www.Pixabay.com)
  - [www.Canva.com](http://www.Canva.com)
  - <https://Spark.Adobe.com>



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### Increasing SEO:

- Use Searchable Keywords in your headline and first paragraph.
- Use a Keyword Generator for ideas.
  - <https://keywordtool.io>
  - <https://app.kparser.com>
- Use the Yoast SEO Free WordPress Plugin.
- Add Searchable Keywords to the "ALT" text for your images.



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### Writing Blog Titles

- Blog Title Generator  
<https://seopressor.com/blog-title-generator>



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### Write Attention-Grabbing Headlines

- Free Headline Analyzer  
<https://coschedule.com/headline-analyzer>



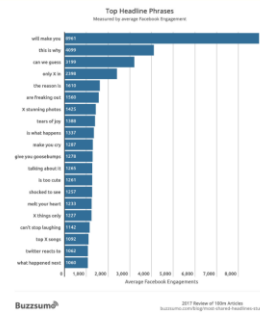
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### Draw People in with Emotional Headlines

- Emotional Marketing Headline Analyzer  
<http://www.aminstitute.com/headline>



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### Watch Your Beginnings!

Start your blog posts with:

- A quote
- A question
- A surprising statistic
- A controversial statement
- An anecdote



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### Encourage Engagement with Your Endings!

End your blog posts with:

- Inviting comments
- A question for readers
- A call to action
- Take away task to do
- Suggested further reading



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### Step #5 Get People to Subscribe to Your Updates via Email



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### Why Email?

- Email is more effective at reaching people than social media.
  - There are nearly three times as many user accounts for email as there are on Facebook and Twitter combined.
  - People spend 30 hours a week reading email and 14 hours a week on social media.
  - Email is more personal. You can reach people right in their email inboxes and craft messages just for your readers.



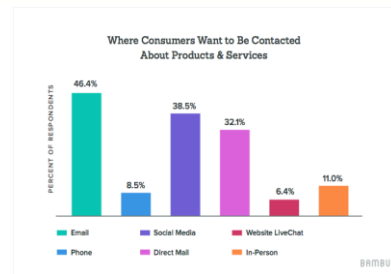
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### Why Email?

- Email is more effective at reaching people than social media.
  - Email gets more attention.
  - Email is 40 times better at acquiring new customers than Facebook or Twitter.
  - In fact, emails prompt purchases at a rate of at least three times of social media.
  - 66% of consumers have made a purchase online as a result of an email marketing message.



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## Author Platform

### Host a "Subscribe" button on your website.

- This button encourages your website visitors to subscribe to your "free" email newsletter or your blog.
  - Note: Many companies are no longer using the term "newsletter" to attract subscribers, rather the trend is now to offer "weekly tips" or "advice on (your topic)".



## Author Platform

**SUBSCRIBE TO OUR MAILING LIST**

Email Address \* indicates required

First Name

Last Name





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Never Miss a New Post!

Name

Email



## Author Platform

### Opt-In Freebie Ideas for Collecting Emails

- A tips list related to the topic in your book (i.e. "10 Effective Parenting Tips")
- An ebook (especially if you have a series or a novella that is a prequel to a story)
- Audio seminar recording
- A coupon code or discount



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### Opt-In Freebie Ideas

- An email course or daily devotional
- A free webinar or teleseminar
- Audio seminar
- A coupon code or discount
- An email course or daily devotional
- A giveaway or a contest



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Yvonne Ortega  
Moving from Broken to Beautiful

Meet Yvonne Speaking Coaching Writing - Media Free Resources Store

Get your FREE PDF  
Receive a free pdf of 5 Steps to Moving from Broken to Beautiful when you sign up for Yvonne's free newsletter

Name  Email



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BOOK FOUR  
CASTLE CLUBHOUSE  
ROMANCE SERIES

Where Smoke

Subscribe to Malinda Martin News and get the "Tennessee Waltz" ebook free.

First Name  Last Name  Email Address



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### Use a Bulk Email Service for These Signups:

- [www.mailerlite.com](http://www.mailerlite.com)
- [www.mailchimp.com](http://www.mailchimp.com)
- [www.verticalresponse.com](http://www.verticalresponse.com)



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Building an email list takes some time.

- Experts say that it takes at least six months using multiple techniques to acquire a solid list of email contacts.
- Studies show that email lists degrade about 24% a year, meaning that you lose about one-fourth of your email list each year to unsubscribes and closed accounts.



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### Data Collection & Email Regulations



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Regulations:



- CAN-SPAM Act

[ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business](http://ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business)

- Don't use false or misleading subject lines
- You must include a valid physical mailing address in your email
- The email must also contain information on how the consumer can opt out of future emails from you



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Regulations:



- GDPR

[eugdpr.org](http://eugdpr.org)

- Individuals must give you specific consent to send them email messages.
- You must inform these individuals how the data you collect from them will be used (Privacy Policy).



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Regulations:



- Privacy Policy
  - Who is collecting the data?
  - What data is being collected?
  - What is the legal basis for processing the data?
  - Will the data be shared with any third parties?
  - How long will the data be stored for?
  - What rights does the data subject have?



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Privacy Policy:

- Read CSPA's Privacy Policy at:

[www.christianpublishers.net/privacy-policy](http://www.christianpublishers.net/privacy-policy)

