Build Your Author Platform

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

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.

Conducting an Email Campaign
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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.

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 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, which 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.

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Repurpose Your Content for Sharing on Social Media

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.

Sharing Your Content via Social Media
- 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
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Hashtags:
• #Bookstagram
• #EpicReads
• #Books
• #BookAddict
• #BookClub
• #BookNerd
• #AmReading
• #BookLovers
• #Bibliophile
• #FreeBook
• #EBooks
• #Bookshelf
• #BookPhotography
• #BookChat
• #IReadEverywhere
• #MustRead

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Schedule Your Social Media Posts:
• HootSuite
  www.hootsuite.com
• Buffer
  www.bufferapp.com
• Sprout Social
  www.sproutsocial.com
• Social Oomph
  www.socialoomph.com
• Tailwind
  www.tailwindapp.com

“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

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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

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One Piece of Content—Many Uses

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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
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Start With a Podcast and Turn it into:
• A Written Blog Post
  ➢ VoiceBase www.voicebase.com
  ➢ Rev www.rev.com
  ➢ Temi www.temi.com

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Start With Your Blog Post and Turn It Into:
• A Video
  ➢ Facebook Live / YouTube Live
  ➢ Camtasia / Filmora / PowerPoint
  ➢ Lumen 5 https://lumen5.com

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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.

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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

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One Blog Post

Multiple Social Media Posts

Example

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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.
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Blog Post:

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Facebook / Pinterest / Instagram

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Pinterest / Facebook

Twitter

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YouTube / Vimeo / Facebook / Pinterest

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Instagram
Facebook's Algorithm

More Tips for Increasing Your Audience

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.

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

Increase Your Audience:
- Seek out media interviews.
  - www.HelpaReporter.com
  - www.BlogTalkRadio.com
- Seek out speaking engagements.
  - Start local

Increase Your Audience:
- Submit articles for publication.
  - Christian Writers Market Guide
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Amazon Author Page:
- Upload an Author Photo
- Write Your Author Biography
- Complete Your Bibliography
- Import Your Blog
- Upload Videos
- List Your Events

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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

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

Six Step Content Sharing Strategy

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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.

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

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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/

Additional Resources:

Follow My Blog at:
https://marketingchristianbooks.wordpress.com

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Additional Resources: