

Creating an Author Promotional Platform

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About me

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Discussion Points

What is an Author Platform?

Why Should I Care?

How Do I Create One?

How Do I Keep it Going?

Questions?



Author Platform

In publishing, an author platform is the **ability** to promote, market, and sell books **because** of *who you are or who you can reach*.

Wait. What? That's the Publisher's Job...





Authors Helps Make Sense of a Chaotic, Digital World

- * Think of the Author Platform as more than marketing activities, more than, “I have a new book. Please buy it!”
- * Think big. Think about your message. Think about your career and your area of interest/subject matter.
- * This project is only one step in the that journey.



So, What Is Involved with an Author Platform?

- * Know your message. Be able to summarize you, your work, your project in a focused , consistent way.
- * Know your audience. Think of the best way to connect with them. Where do they congregate? Interact with each other? Exchange ideas? Get their information/news?
- * Publishers are interested in authors that can be knowledgeable and exacting in the details about their market.
- * Specific is always better than broad or general. “Anyone interested in science.”



Some Examples of Promotional Activities:

- * An Author or Book Website.
- * Social Media.
- * Guest Engagements (blogs, podcasts, video channels, etc).
- * Speaking Engagements.
- * And others



“Ugh. That sounds like a lot of time, money, and skills I don’t have. And it is not what I want to do. I want to write and create. Not sell books.”



Essential Ingredients

- * Interest in being part of the conversation.
- * Willingness to try new things.
- * In it for the long haul.
- * Seeing how you benefit by spreading the word about your project.

Professional Website



- * Secure your name/url. Decide how to set it up.
- * Assemble the text. Choose a website building platform. Get help.
- * Launch it and keep it up-to-date.
- * Look at a model of someone in your area. Example 1 and 2

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Creating an Author Promotional

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Teaching

Academic Freedom


Audrey Truschke

Historian

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Activist



Windows Taskbar

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Inbox (1) - jbond@riverwindson XCreating an Author Promotional XBrady Neal - About Me


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Brady NealCOURSEBLOGABOUT MEPAPERS

About Me

Brady Neal



Bonjour! I'm a PhD student in causal inference and machine learning at [Mila - Quebec AI Institute](#), co-advised by [Ioannis Mitliagkas](#) and [Yoshua Bengio](#). I am interested in both fundamental and applied causal inference, especially applications to public policy.

Before starting my PhD at Mila, I did my Masters with Ioannis Mitliagkas at Mila. Before that, I was at University of Pennsylvania where I did the first 3 years of my Bachelors in machine learning before leaving to Mila.

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Why?

- * Long term career goals and benefits.
- * Tie all the parts of you and your professional life together.
- * Show a publisher you are a leader; a big picture person.
- * Becomes your digital CV!
- * Find people of like mind. Future collaborators.
- * Starting point for all your promotional efforts.
- * It is 2021!

Add to your Author Platform section of a Book Proposal

I have a professional website that encompasses my career, published works (including my most recent book), research interests, and more. See www.yoursite.com.



Social Media



- * Social Media for your project is **not** “Buy My Book!”
- * Choose one SM outlet where the most dialogue is taking place in your field. Join that one (and only one) and do it well.
- * Understand the rules of the road and etiquette. Engage in the dialogue with others, not about your book directly. Get people to follow you or pay attention.
- * This needs to be started early. You can’t do this “after you’ve submitted the manuscript.” In it for the long haul.
- * Tie all your efforts together. Same photo. Same links. Same description.



Why?

- * Take part in the intellectual discourse in your field; the exchange of ideas.
- * Promotes you and your career. Connect with new people.
- * Promote your work.

Add to your Author Platform section of a Book Proposal

I am on Twitter. I am following 400 people and have 1,000 people following me. I have been tweeting a couple times a day or more on topics connected to my book. I have been good interchange with key leaders in community and have developed a good rapport with the community.

Guest Engagement (blogs, podcasts, videos, etc)

- *Search under each format for best of breed in your area: “Top XYZ in ABC”
- *Important: read and listen to watch them! If it is in your lane, contact them.
- *Pitch them an exact topic **not** “I have a new book!”
- *Prep your remarks and the points you want to hit. Be light. Be personable.
- *Link to your website, the book, Social Media. Have the publisher offer a discount.





Why?

- * Can be energizing.
- * High profile. “I was a guest on a podcast recently...”
- * Dedicated and interested readers/listeners.
- * You get props from publishers for this type of idea.

Add to your Author Platform section of a Book Proposal

I have targeted the following podcasts to connect with as a guest. I will be pitching them the following topics: x, y, and z.

Speaking Engagements



- * Can take many forms. Of course speaking at conferences or conventions in your field on a topic is a big win.
- * Ideal, would be to speak to larger groups, but for many of us this is not always practical.
- * Speaking at bookstores or libraries, can be a hit or a miss as to how effective it is for book sales or book promotion. It is topic and market dependent.
- * The best results with large groups or trade topics are to have everyone get a copy of your book from the organizer. If not, have them sold onsite or a discount provided for attendees.



Why?

- *People that hear a speaker, can be energized about the topic and the person.
- *They seek out more information or more work from that person.
- *Add to your Author Platform section of a Book Proposal

I have spoken at the recent ABC and DEF conference and anticipate speaking again the next few years.

I am also an active speaker at XYZ and promote my work through this group.

But wait, there are more?





Your Contact List

- *Reach out to your contact list through email or text.

- *Don't assume you are imposing yourself, or hawking your work.

- *These are people you know and know you. It is all in how you write the email and what you are asking the recipient to do. "FYI about my new work (with a link)" is a lot different than "Can you buy my new book?"

Add this effort and the number of contacts to your Author Platform section of a Book Proposal.



Endorsements

*Endorsements can be a powerful promotional tool.

*Commit to getting leaders, influencers, colleagues, etc. to write a brief 1 - 3 sentence endorsements for your work.

Add to your Book Proposal. Publishers will find this invaluable.



Media Outreach

- *Media Outreach can help spread the word for your work.
- *Develop a list of the top publications and websites that would be interested in your project.
- *Commit to pitching them a story about a current topic (not “I have a new book.”).



Academic Social Networking Sites

*Academic Social Networking sites can be powerful ways to get the word out about your project.

*Sites like ResearchGate, Academia.edu, and Google Scholar are great ways to say who you are and what you care about. You can also connect with people of similar interests. Start early and connect with people who are of your ilk.

Note that in your Book Proposal you have your profile on these sites.



Book Reviews

*Book reviews are less a thing than in the past. But there are publications and websites that still are interested in book reviews or stories about books.

*List the target publications or sites you will connect with about your new books.



Outreach to College Faculty

- * If your project is a textbook, connect with faculty that teach classes in your field. Or work with your publisher on this.
- * In many subject areas, there are associations, conferences, journals, devoted to educating students in a particular area. Being a member, attending meetings, writing articles, and more can be valuable ways to connect with this important group of people.

Add any connections to these groups to your Author Platform section of a Book Proposal.



Use the Power of Your Institution or Association

- * A college or university, or your professional association can be powerful allies in your career and in marketing your work.
- * Connect with the media professionals where you work to help promote your book. Volunteering and writing for your association can pay big dividends.

Partner, Partner, Pardner

* Having your book connected to key groups can be an important way to promote your book. Whether as a marketing partner or to share content, seek out these groups. Include them in your Author Platform section of a Book Proposal.



Takeaways

- * An author platform is the ability to promote, market, and sell books because of *who you are or who you can reach*.
- * Start early: You can't wait until after you have written and submitted the book.
- * Having a well developed author platform can get you noticed by publishers and could be the difference between getting a contract... or not.



More Takeaways

- * For academic works, a well-developed author platform primes your market to be ready to receive your work.
- * You are the market and customer expert. You know them better than your publisher.
- * With all your efforts, make them uniform. You are a brand!
- * Think long-term. Think about your career, not just this latest published work.



And More Takeaways

- * Invest your time and energy in these efforts pay off in the long-run.
- * Stealth mentions and references, not “Buy my book!”
- * The Author Platform section of a Book Proposal needs to be substantive.
- * Excitement and energy and genuineness gets the job done!

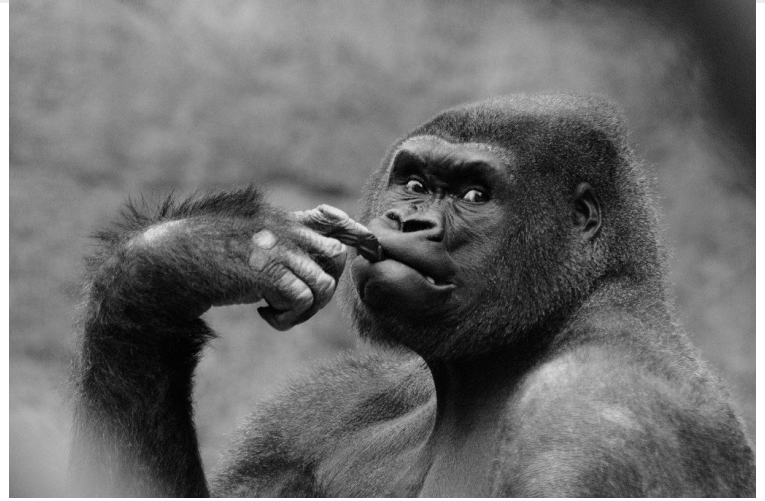



Thoughts?

Questions?

What has been your experience?

What works in your area? What doesn't?





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