

## Creating Your Online Resume - How To Create a Professional Writer's Website

“Book deals are business partnerships, which means authors are not only artists but business partners. I Google authors’ names because I want to know something about them. And Google can tell me very quickly—in about half a second, actually—whether to keep my interest alive or walk away forever.”

Chad R Allen. Writer and Editor

---

### 4 Reasons You Need A Website As A Writer

1. Establishes \_\_\_\_\_ and \_\_\_\_\_
2. Gives you an online” \_\_\_\_\_”(everything points back to your website)
3. Gives you a place to \_\_\_\_\_ your writing
4. Shows publishers and editors (and everyone else) that you are \_\_\_\_\_

### Choosing A Platform

<b>Non Self-Hosted</b> (wordpress.com, blogger.com, wix.com...)	<b>Self-Hosted</b> (wordpress.org)
Free	Investment of time and money (more on that later)
Complicated domain name ("yourname.blogspot.com", unless you purchase a domain)	Domain name included
Lacks professionalism	Opportunity to Create a Highly Professional Platform
Limited templates	Endless design templates
Only includes limited plugins (applications). Some don't even include the option to allow users to subscribe to your blog.	Can upload and use endless plugins.
Advertisements on your blog (unless you pay to opt-out)	No advertisements, unless you place them there
No monetization (cannot place your own ads)	Monetization—use ads for income, if you want to.

<b>Non Self-Hosted</b> (wordpress.com, blogger.com, wix.com...)	<b>Self-Hosted</b> (wordpress.org)
Limited storage space	Tons of storage space
Hands-off (limited) maintenance	You control maintenance (Security, updates, spam, etc.) More work, but also more control.
Limited control and ownership of content. Remains "intellectual property" of yours, but could be changed, reproduced, or deleted if you do not take precautions.	You completely own your content, and have control to protect it.

**Summary:** A free platform may allow you the ability to start up quickly. However, it will not allow you the tools, ownership, branding options, and control you need to create a truly professional writing website. If your aim is a professional website, then a free platform will most likely cause you more headache than it is worth.

**Your next step:** A self-hosted website does require some time and money. You don't have to do it this week. Consider making this one of your big goals for you're writing career this year. If you already have a website that you would simply like to improve on, we will cover some smaller steps you can take right away to enhance your current website.

## Simple Steps To A Better Website

Here are some things to keep in mind when creating a website, or improving your current website.

### Do:

- Know your \_\_\_\_\_, \_\_\_\_\_, and design your website with them in mind
- Choose your \_\_\_\_\_ wisely
- \_\_\_\_\_ you're writing!
  - Utilize \_\_\_\_\_ buttons.
  - Utilize a \_\_\_\_\_
  - Share and link to \_\_\_\_\_ from your book or \_\_\_\_\_ you have written
  - Place your \_\_\_\_\_ in your e-mail tag & on \_\_\_\_\_

- The more visitors you get to your website, the better your \_\_\_\_\_  
\_\_\_\_\_
- And more importantly, the more you get to share your message!
- Use “\_\_\_\_\_”.
- Utilize \_\_\_\_\_ to engage readers
- Make \_\_\_\_\_ with your visitors
- Place a \_\_\_\_\_ symbol in the footer of your website
- Make \_\_\_\_\_ your website a simple, thoughtless process

### **Don't:**

- Use \_\_\_\_\_ colors
- Use \_\_\_\_\_ or \_\_\_\_\_ fonts
- Fret over \_\_\_\_\_
- \_\_\_\_\_ your website
- Use \_\_\_\_\_ images, or images that don't serve a purpose

### **Pages To Include On Your Website:**

- Home page
- About
- Writing and/or speaking experience (Resume)
- Books and/or articles
- Subscribe / Free gift page
- Contact page (simple contact form, no need for address)!

### **7 Reasons To *Strongly* Consider A Blog:**

1. Provides a place to practice your \_\_\_\_\_ & \_\_\_\_\_

2. Lets \_\_\_\_\_ see your writing & consistency
3. Develop your \_\_\_\_\_ (tone) in writing
4. Discover new \_\_\_\_\_ or \_\_\_\_\_ ideas
5. Build \_\_\_\_\_ by connecting with other writers
6. Build your \_\_\_\_\_
7. Eventually, you will have written a \_\_\_\_\_!

You don't have to be a professional blogger, **just be a writer who happens to blog!**  
Start small and simple, perhaps with a fun challenge like "Five-Minute-Fridays" (<http://katemotaung.com/five-minute-friday/>)

## Your Next Steps

- Choose 3-4 of the smaller steps listed above to implement into your website over the next month.
- If you don't have a website, or your website is on a free platform, begin considering the time and financial investment to create (or move over your current website) to a self-hosted [wordpress.org](http://wordpress.org) platform. Choose to do it yourself, or hire someone, and write out some action steps, such as:
  - Look over budget and find where to fit in new website costs
  - Find a designer (if hiring someone)
  - Purchase hosting through [bluehost.com](http://bluehost.com)
  - Choose a theme on [elegantthemes.com](http://elegantthemes.com)
  - Write out the pages you want to include
  - Choose and purchase a domain name
  - Begin self-teaching! Bookmark some relevant articles to read on "WP Beginners" blog <http://www.wpbeginner.com/category/beginners-guide/>

## A Few Final Thoughts:

- Don't overthink your website, or become overwhelmed. Focus on one step at a time. If you become stuck, do some research on Google, or move on to a different step and come back later.
- Have fun! Let your website become another creative outlet for you, instead of a headache.
- **Your website is simply another avenue for you to spread the message God has placed in your heart, and glorify His name!**

## **Handy Resources For Getting Started!**

How To Launch A Self-Hosted Wordpress Blog In 20 Minutes Or Less (Michael Hyatt)  
<http://michaelhyatt.com/ez-wordpress-setup.html>

[wordpress.org](http://www.wpbeginner.com/opinion/squarespace-vs-wordpress-which-one-is-better-pros-and-cons/) Vs. Squarespace

<http://www.wpbeginner.com/opinion/squarespace-vs-wordpress-which-one-is-better-pros-and-cons/>

Elegant Themes (Great professional templates and plugins, \$39/year)  
[www.elegantthemes.com](http://www.elegantthemes.com)

Choosing A Color Scheme For your Website:  
<http://www.colorcombos.com/combolibrary.html>

wordpress.com (free) Vs. wordpress.org (paid self-hosted) infographic:  
<http://www.wpbeginner.com/beginners-guide/self-hosted-wordpress-org-vs-free-wordpress-com-infograph/?display=wide>

5 Ways to Impress a Book Publisher in Half a Second  
How to Achieve High Ranking in a Google Search for Your Name  
<http://www.chadrallen.com/2015/08/27/google/>

WP Beginners (Wordpress Beginners Blog)  
<http://www.wpbeginner.com/category/beginners-guide/>