

Building Your Platform

Notes from Grow Your Writing Ministry Seminar
taught by Marlene Bagnull

1. Email list/ newsletters

www.ConstantContact.com

www.MailChimp.com

www.TinyLetter.com

Importance of headlines - www.jeffbullas.com

2. **Blog**

www.WordPress.com

www.Blogger.com – free, owned by Google

www.HostBaby.com – sister company of BookBaby

www.tumblr.com

Importance of royalty & copyright free images - www.pexels.com

3. **Social media**

“It’s called social media and not sales media for a reason.” Jeff Bullas

Twitter - *Twitter for Authors in 10 Minutes a Day* - www.BookBaby.com

TweetDeck or HootSuite to schedule your tweets

Don’t forget to add #hashtags

4. **Websites**

Do-It-Yourself Website Creation Checklist -

www.websitecreationclass.com/checklist

WordPress sites

SKWD - Celebration Web Design www.celebrationwebdesign.com

Tip: 2 to 5 internal links on each page

5. **Keywords, SEO, Metatags**

www.linksmanagement.com

6. Amazon Author Page

Amazon Marketing Services - www.ams.amazon.com

Best Amazon categories

Amazon keywords

7. You Tube

8. Podcasts

<http://www.jeffbullas.com/2017/03/22/successfully-launch-podcast-4-steps/>

9. Blog Talk Radio - Patti Shene, Step Into the Light - www.pattishene.com

10. Branding - Know your mission and vision

<http://www.jeffbullas.com/2017/02/22/33-tips-build-memorable-online-brand/>

Mike Loomis – *Your Brand Is Calling* – www.mikeloomis.co

Dick Brusio – www.heardabove.com

11. Local Bookstores

www.smithpublicity.com - How to get into your local bookstore:
<http://bit.ly/2mx13f6>

12. Creating workshops, events, Retreats

Roy Hanschke - www.christianspeakercoach.com

13. More helpful resources:

Ingram Spark – Make Your Book Discoverable

www.CreateSpace.com

Jane Friedman – www.janefriedman.com

Eryn Lynum – www.breadboxcreative.com

Seth Godin – www.sethgodin.com

Bob Eagar – www.startawildfire.com

Michael Hyatt – www.michaelhyatt.com

Terry Whalin – www.terrywhalin.com

Dianne E. Butts – www.buttsaboutwriting.blogspot.com

Bowker – www.bowker.com

www.bookbaby.com/free-publishing-guides

Should you look for a publisher or go indie?

<p>Vanity Publishing</p> <p>Writer Beware - accrispin.blogspot.com</p> <p>www.vctoriastrauss.com/writer-beware</p>	<p>Cooperative or Subsidy Publishing</p> <p>Author pays all or some of the production costs Many “packages” available. Hard to compare.</p> <p>www.acwpress.com ww.bookbaby.com www.bookfuel.com www.carpenterssonpublishing.com - Larry Carpenter www.ebookspublishing.com - Cheri Cowell www.essence-publishing.com www.fruitbearer.com - Candy Abbott www.morganjamespublishing.com - Terry Whalin www.xulonpress.com</p>
<p>True Indie Publishing Do-it-yourself or contract out</p> <p>Recommended books: <i>APE - How to Publish a Book</i></p> <p><i>Formatting Pages for Publishing on Amazon with CreateSpace</i></p> <p><i>How to Self-Publish Your Book Using Microsoft Word 2010 (2013)</i></p> <p><i>Self-Publishing for Christian Leaders</i></p> <p><i>A Detailed Guide to Self-Publishing with Amazon & Other Online Booksellers Vol 1 & 2</i></p>	<p>Promotional packages?</p> <p>Be wary! Research! Read!</p> <p><i>Build Your Author Platform</i></p> <p><i>Create Your Writer Platform</i></p> <p><i>GoodReads for Authors</i></p> <p><i>Platform - Get Noticed in a Noisy World</i></p> <p><i>Mosquito Marketing</i></p> <p><i>Sell Your Book like Wildfire</i></p> <p><i>Social Media Just for Writers</i></p>