

What To Do When You Don't Have a Platform

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- A. Platform defined
 - B. Examples of good platforms
 - C. Importance – a look at the publisher's committee meeting
1. How to compensate for lack of platform
 - A. Examples of successful books without a platform (the bestselling Christian book of the past decade is by an author without a platform. Do you know who it is?)
 - B. Prayer and the leading of God (Can God sell your book despite your lack of a platform?)
 - C. Subject matter (non-fiction), genre (fiction)
 - D. Team-writing
 - E. Writing on assignment
 - F. Self-publishing (including e-books)
 2. Start your platform slowly while continuing to write
 - A. Ideas for promotion (Hints from a platformless author who is succeeding).
 - B. Long-term planning
 3. Discussion and questions

Ideas for Promotion (Hints from Larry Dugger, a platformless author who is succeeding).

I believe that a good writer can become a top selling author if they are willing to take responsibility for the marketing of their work. With my first book I became my own publicist as I had little to no help in the marketing process. (I understand that marketing dollars are few and that most of the money rightfully goes to the top sellers.)

Here are a few things that I did along the way to help promote and market *40 Days to Defeat Your Past*.

1. I spent my entire advance on marketing \$4,250 (My share). I am willing to do so again.
2. I personally sent a letter and a free copy of my book to over 100 Christian Television Programs. Even though this was months ago I am still receiving invitations to appear. Next week, for example, I am traveling to Atlanta to appear on a CTN program. I now have invitations to reappear on about seven of those programs (Interviews are available on YouTube).
3. I personally called over 250 radio stations to make myself known and offer an interview. I landed about 20 of those.
4. I contacted those on Facebook and Twitter with large followings and requested a social media endorsement. I sent my book to these individuals and saw fantastic results.
5. I had T-shirts made that said, "I spent 40 Days with the devil and the devil didn't make it" and gave them away every Friday with a Facebook share.
6. I realize that I need to put more emphasis on my blog. I have been guest blogging for Faith Happening and for those with larger social media platforms. In my mind it was a more effective way to reach as many as possible. I am willing to really focus on my own blog.
7. I took out a full page ad in Outreach magazine (\$1,000.00).
8. I have conducted about 50 book signings. (Walmart, Barnes and Noble, Book-a-Million, Starbucks, and etc.)
9. Titles: I am not married to the current titles and am willing to work with an editor to make them more appealing and find that all important hook.
10. Since I am a new author I have worked very hard to improve and really craft my message. I am attending writer's conferences and working with those who already enjoy success in the current market.