

Sample TLC Newsletter:

Building Your Author Platform

When evaluating your book proposal, literary agents and acquisitions editors will zero in on two sections with laser-like focus - your **Book Concept** and your **Author Platform**. Platform is the term literary agents and publishers uses to describe an author's marketability, relevance to a target audience, recurrent public visibility, and the aptitude and willingness for self-promotion.

There are many things you can do to begin building your author platform or take your current platform to the next level. These six categories of activities are the most impactful and are of the highest relevance to agents and publishers:

1. Define your audience

Have a clear idea of your target audience and direct your platform-development efforts toward that audience. These will become the readers most likely to identify with, find value in, and learn from you and your writing.

2. Develop your web presence

Launch a website with a domain name identical to that of your book's title. If you currently have a website with a domain name other than that of your book's title, strategize how your book will be promoted on your existing site.

3. Step up your public speaking

Record and transcribe selected speeches, presentations, or workshops. This process immediately generates copy that you can use in your articles and can even become editable copy for various chapters of your book.

4. Write and post articles

Write articles on your topic and widely submit them to both online and offline publications. Offer a reoccurring column to trade publications or business journals. Articles may include blogs, newspaper, magazine columns, press releases, white papers, case studies, or essays.

5. Engage in social media

Social media is now a strong promotional consideration on the part of publishers, especially those with marketing departments populated by Nexers and New Millennials who will be looking for such things as your LinkedIn "connections," Twitter "following," or Facebook "friends."

6. Gather endorsements

Your target audience will be inclined to associate you with your endorsers, accelerating the development of your own platform. If you're relatively unknown as an author, consider a leading endorser as a foreword contributor for your book.

John Fayad
Founder & CEO, The Literary Coach™

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