

# **10 Ways to Build a Platform & Attract an Audience, Agent or Publisher**

**Shelley Lieber**

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**The Wordy Woman**

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1. **Start packaging yourself today.** Create your identity based on your subject area and expertise. You want to be easily identified. Laura Duksta is “The Bald Chick”; Joan Stewart is “The Publicity Hound”; I am “The Wordy Woman.” Taglines are also helpful—Mine is “Every woman has a story to tell.”
2. **Your “look” could be your moniker.** Decide exactly what image you want to project to the public and design your whole campaign with that in mind. Conservative? Artsy? Sexy? Your look will coincide with your book topic/subject—or be the exact opposite. For example, if you write erotic fiction, you dress and talk as conservatively as a Wall Street banker. Your purpose is to stand out and be memorable.
3. **Begin building an audience and mailing list.** Join groups and organizations related to your topic and being an active participant. Volunteer for a committee or to write the newsletter. Start collecting email addresses of people who would be interested in your book. Your goal is to build a database of people who will attend your book signings, subscribe to your newsletter, and recommend you and your work to others.
4. **Write articles.** Target magazines, papers and newsletters related to your topic. Submit to paying markets and free ezine (\*see No. 6) directories on the Internet.
5. **Publish a blog (weblog).** Blogs may be the easiest foray into the online arena. You can set one up for free on Blogger.com in less than an hour. Typepad.com and Wordpress.com offer similar services with more features for a fee. What can

- you do on your blog? Just start making daily or frequent entries about how the writing process is going for you—like an online journal. Or, put out bits of information on your topic, setting yourself up as an expert. You can upload photos, book covers, etc.
6. **Publish a monthly ezine** (\*short for electronic magazine or emagazine). The advantage of an electronic newsletter over a blog or website is that you send your information out to your audience; you don't have to rely on someone coming to you. Once you have a mailing list over 50 people, use a list-server like Constant Contact or Vertical Response to deliver your mailings. You can use a text or html design, and the list-servers make it easy to manage your mailing list, set up subscription boxes, welcome letters, unsubscribe options, etc.
  7. **Build a website.** Begin with a one-page site and add to it as you have more material to post. Get YourName.com or YourBookName.com at Directnic.com or another domain-name provider. Use your photo on the site and your book cover, if you have one. There are many inexpensive template sites that you can begin with. You want a professional look, though, and if you can't do it well yourself, get help. Once your book is published, a website is a must.
  8. **Hand out bookmarks or postcard promos.** Don't skimp on these inexpensive items. Everyone needs a bookmark and postcards are great for mailing, inserting in media kits or leaving on counters (with permission).
  9. **Promote your activities with a press release.** Write a good headline that will capture attention (not "Local Author Writes Book"). Tie your release to an event or trend, if possible. Remember, the release is appealing to the media only if it

provides useful information or is entertaining for the audience they serve. If you focus on the story and not yourself (or your book), you will have a good chance of getting media attention.

10. **Promote yourself as a guest speaker** for organization meetings, radio, television, book signings, and book groups. Start locally and build. You're not ready for "Oprah" or "Good Morning America" without practice.

It's never too early to begin promoting. Whether you self-publish or go the traditional route, your book's success is up to you. (Even if you have funds to hire a publicist, no one will ever have the same passion as you do for your book.) The time you spend now will accomplish many things. It will:

- get your name and face out there
- introduce you to people who can help you along the way
- build your self-confidence
- prepare you for national exposure

So, DREAM AND ACT BIG.

*Portions of this report are reprinted from **4Ps to Publishing Success: Get Your Manuscript Off Your Desk & Into Print** by Shelley Lieber. Additional resources and information on how to order the book or to subscribe to **The Wordy Woman / Publishing Success** free newsletter follow on the next page.*

## **What's Next?**

If you don't know the difference between a blog and an ezine, want more information about how to build a platform, or have book writing or publishing questions, check out these other resources from Shelley Lieber, The Wordy Woman:

### **Free Newsletter**

Filled with tons of tips, author interviews and how-to information, *Publishing Success* is delivered free every Thursday. Subscribe at <http://www.thewordywoman.com>.

### **Website**

Free articles, resource list and seminar information for writers at <http://www.shelleylieber.com>.

### **Blog**

Random musings, opinions and words of wisdom from The Wordy Woman at <http://www.shelleylieber.blogspot.com>.

### **Workbook**

*4Ps to Publishing Success* includes exercises, resources and many tips. The easy-to-follow guide is perfect for aspiring fiction authors or entrepreneurs and business people who are writing self-help or how-to books to establish their own credentials as an expert—in short, for any writer who needs to know how to get it done fast and right. Download the ebook or order the print book at <http://www.shelleylieber.com>.

### **Email**

For other questions or inquiries about individual consultations and critiques, email [shelley@shelleylieber.com](mailto:shelley@shelleylieber.com).

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## About The Wordy Woman



Shelley Lieber is the author and creator of *4Ps to Publishing Success: Get Your Manuscript Off Your Desk & Into Print™* seminar and workbook. She combines her background in writing, editing, marketing and public relations to help writers communicate their message via writing articles, blogs and books. She leads seminar and workshops to educate aspiring writers in the craft of writing and business of publishing. Contact her at <http://www.shelleylieber.com> or [shelley@shelleylieber.com](mailto:shelley@shelleylieber.com).