

**Midwest Independent  
Publishers Association**

Tuesday, November 8,  
2022 Meeting

# **How to Build Your Platform as an Author and Get Readers to Want Your Book**

Presenter: Rachel M. Anderson  
Marketing & PR Consultant and Publicist

**RMA** Publicity

# A little about me....

- Background in marketing, PR and media.
- Founded RMA Publicity in 2009.
- Promoted more than 250 books to date.
- Secured 2,700 + media placements since 2009 (118 of them in 2021).
- Arranged 27 book events in 2021.



**RMA Publicity**  
Marketing and publicity services for your book

**Author Events**

- Readings
- Signings
- Launch Parties

**Media Placements**

- Television & Radio
- Newspaper & Magazine
- Social Media

facebook LinkedIn twitter

**Writing Services**

- Press Kits
- Press Releases
- Feature Articles

www.RMAPublicity.com

The graphic includes several small images: a group of people at a book event, a television broadcast from FOX 9, a newspaper clipping about John Kriesel, and several press kits or press releases.

# What is an Author Platform

- The established forum through which an author connects with his or her audience.
- Everything you are doing online and offline to create awareness about your book.



# What does it take to build an author platform?

- Patience
- Perseverance
- Time
- Effort

Building Your  
Author  
Platform

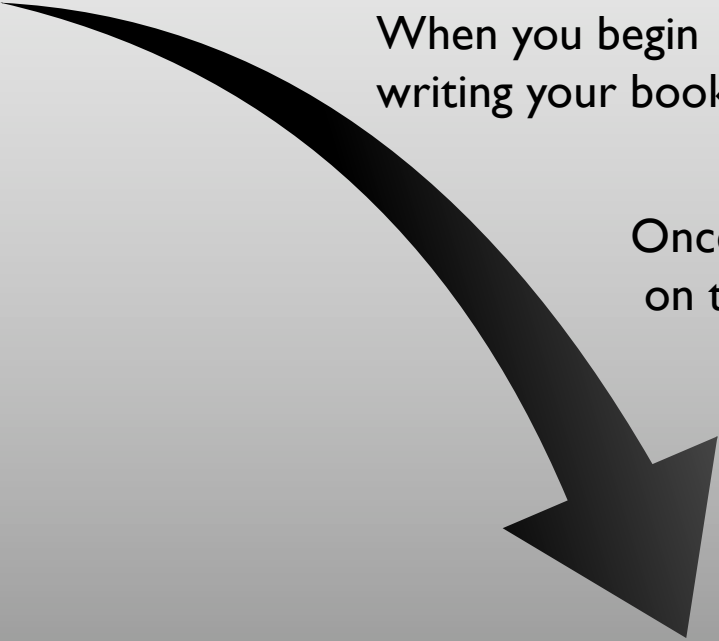


# When Should You Get Started on building an author platform?

Around the time you  
come up with your idea  
for the book?

When you begin  
writing your book?

Once the book is  
on the market?



ANSWER: The earlier the  
better and definitely by  
the time the first draft is  
done!

# Biggest Benefit of Building a Platform Before Your Book Hits the Market

- You have time to build a fan-base and create demand for your book.



# How Do You Build an Author Platform?

- Know your target readers.
- Identify and define your brand.



# Who are your target readers?

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# Define who you are: your brand

- I am an expert in...
- I have experienced...



# Examples of the kinds of contacts who should be on your lists

- Personal contacts
- Influencers
- Bookstores
- Giftshops
- Schools
- Associations



# The tools you need to get started

- A list of already established contacts // e-mail list.
- A list of people, organizations, companies, bookstores, etc., that need to know about your book.
- A written marketing & PR plan.



# The Marketing Plan



# What Needs to be Included in Your Written Book Marketing Plan

- Story synopsis
- Short author biography
- Audience and markets
- Key selling points
- 3 competing titles
- 3 professional reviews
- Publicity/Promotion plan



# What else needs to be in that marketing plan?

- Your target audience and how you plan to reach them.
- Consider both traditional and online methods.



# 5- Steps for Building a solid author platform

- 1) You have a written marketing & PR plan.



# Website elements

- Home page
- About the author
- Events page
- News page





# Present yourself as an expert



# Share your expertise

- Write articles
- Blog
- Speaking
- Teaching

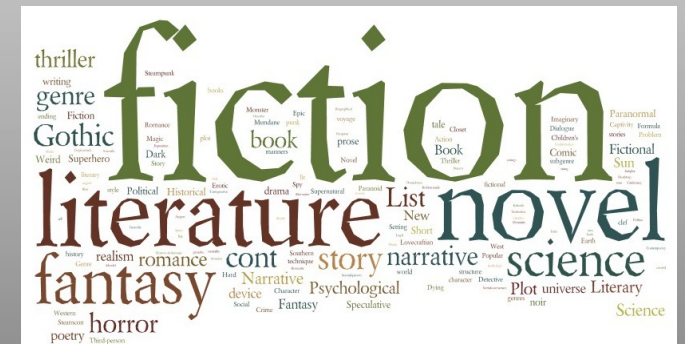


# Get serious about social media



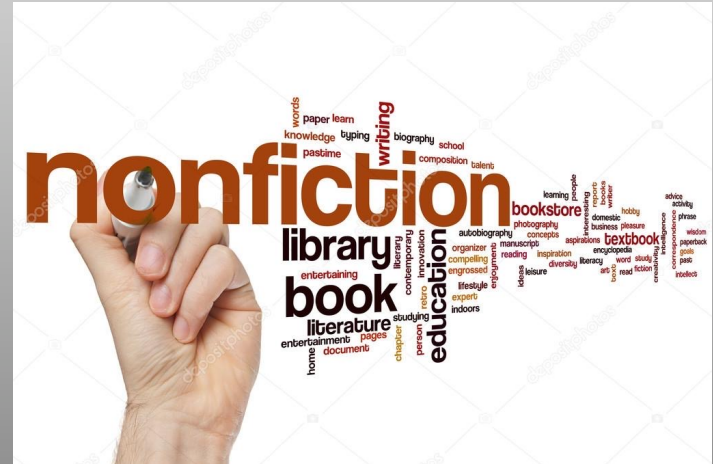
# How to establish yourself as an expert

- Teach / Offer workshops.
- Seek opportunities to present at conferences / author events.
- Blog.
- Share knowledge gained through articles and press releases.



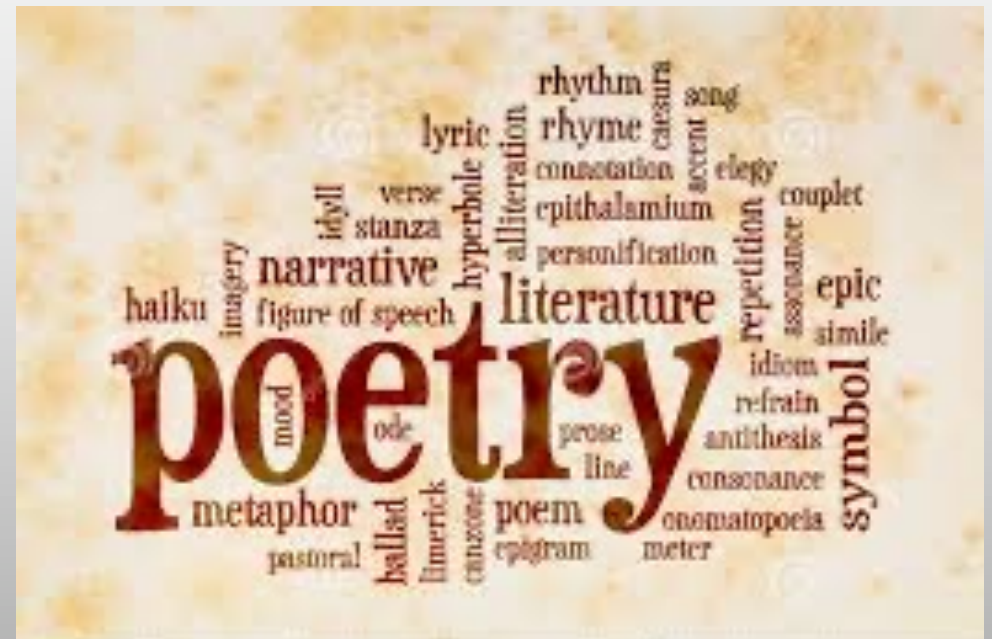
# How to establish yourself as an expert

- Share knowledge gained from your research through articles and press releases.
- Seek out conferences where you can speak.
- Put out regular press releases related to your area of expertise.
- Blog.

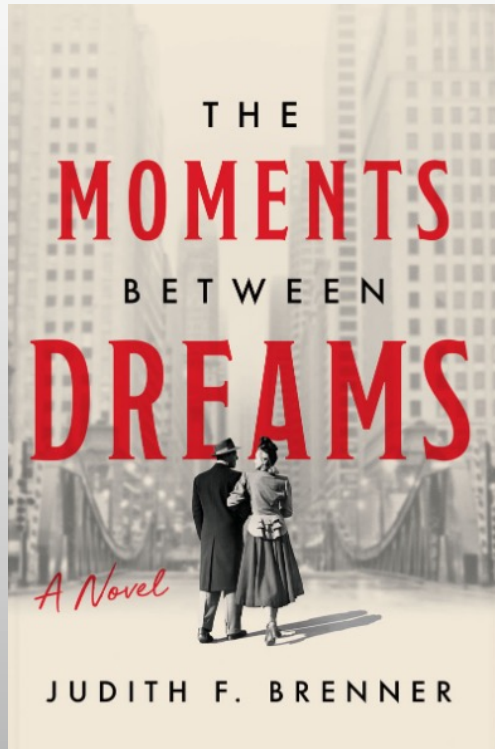


# How to establish yourself as an expert...

- Lead workshops
- Bookstore events
- Speak at schools



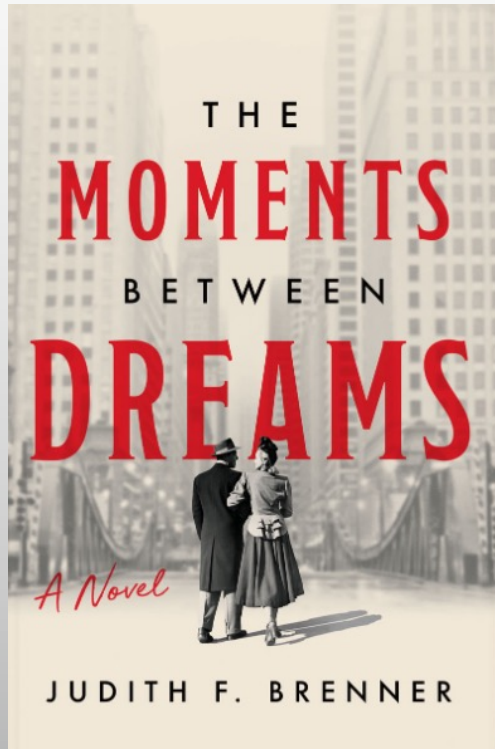
# Author Platform Example



- Launched professional website months before the book launch.
- Began Instagram Posts Aug. 21, 2021.
- Book launched May 17, 2022.

[www.JudithfBrenner.com](http://www.JudithfBrenner.com)

# Author Platform Example

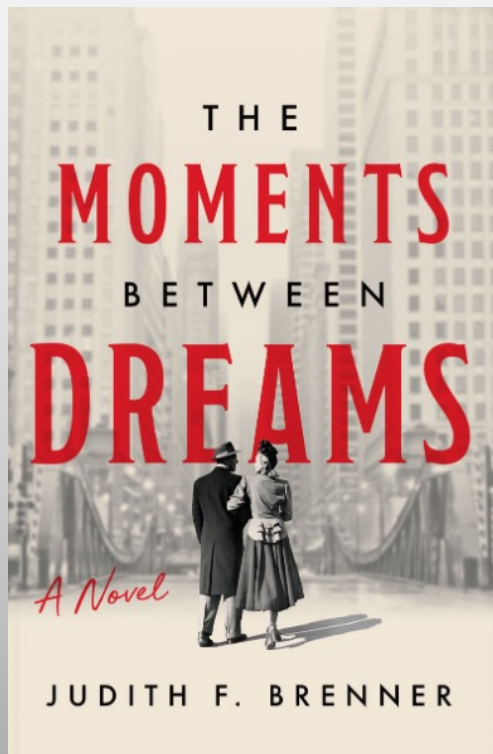


- Instagram started at 100 followers, and now up to 4,000.
- Twitter started at 20 followers, and now up to 400.
- Over 3,000 readers entered recent Good Reads book giveaway.

[www.JudithfBrenner.com](http://www.JudithfBrenner.com)



# Author Platform Example



## Investment

- Professional website: \$1,000
- PR Investment: \$1,600
- Time: More than 100 hours attending webinars and studying other author platforms and posts to see what she wanted to emulate.

[www.JudithfBrenner.com](http://www.JudithfBrenner.com)



The November fundraising drive for my son's teen book publishing company is now underway.

[www.sigmasbookshelf.com/donate](http://www.sigmasbookshelf.com/donate)

SPRINGBOARD  
*for the arts*



# Questions?

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