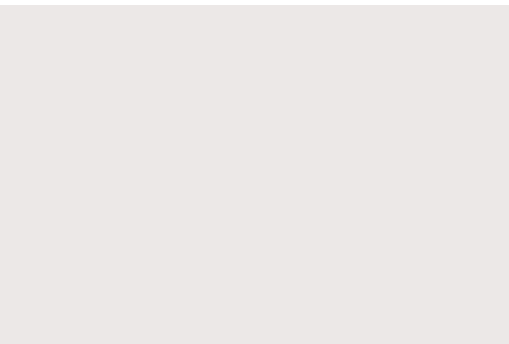
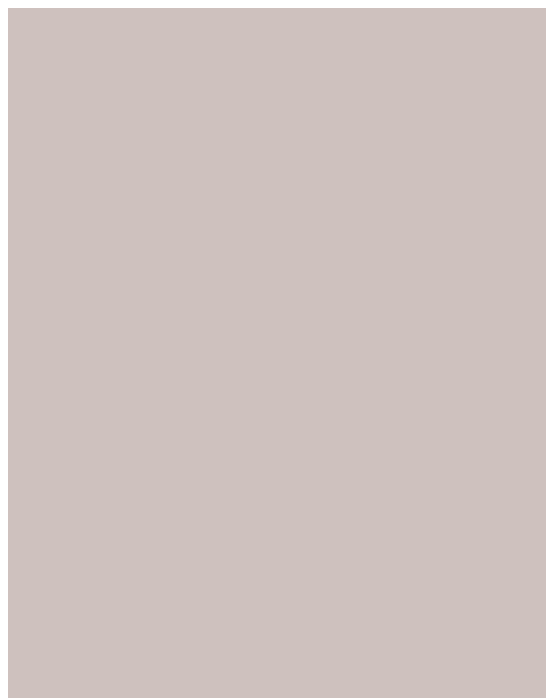


Danielle Wilkinson,
Author Marketing Coach



Ultimate Author Platform Guide

Introduction

I hate to break it to you but, you don't own your social media followers.

I like to compare social media to online dating. When someone follows you on social media, they're basically just swiping right on your profile. They're saying, "Hey, I like you and I want to learn more about you, but I'm not sure if I want a relationship yet."

So, you might be wondering how do I get people to start a relationship with me? Well, you have to (metaphorically) date your followers. Woo them, give them free gifts, show up frequently, and build trust. Trust is how any important relationship is formed in real life and it's the same for online relationships.

The more you show your followers who you are, what you're about, and what you can offer them, the more likely it is they're going to stick around and not only be your follower but become your loyal fan.



STEP

01

Identify Your Ideal Reader

One of the biggest mistakes authors make is marketing to the wrong audience. If you're not talking to the right people, nothing you say will make them buy your book.

Make sure you're following the right accounts, don't just follow random people. Check to make sure they read books in your genre or post about books similar to yours before you think about following or engaging with them. Use hashtags in your niche, and most importantly engage with your ideal readers, don't just sell to them. Think of the 70/30 rule when you plan your posts online. 70% should be helpful and relatable while 30% should be self-promotional.

Respond to every like and comment you receive on your posts. Follow hashtags in your niche and reach out to readers using the same hashtag. Shout out the accounts you love, share other people's content, and start building a community. When it comes to social media, you'll get out as much as you put in.



STEP

02

Content, Content, Content

Now that you've identified your ideal reader, it's time to create content that they will DEVOUR.

It's not enough for your ideal readers to just visit your social media profile, they need to take the next step and visit your website/blog/landing page. You can take your ideal readers on this buyer's journey by offering them free content.

However, you shouldn't be creating just any type of content, you should be creating helpful content. What is your audience interested in? What do they need? What are they searching for? These are questions you need to ask when creating your content. Why did you download this book? It's because you thought it might be helpful right? That's what you need to do for your own audience.

Ultimate Author Platform Guide

Create a freebie lead magnet that your followers can download in exchange for providing their email address. Then, continue pumping out content because consistent content is important for SEO purposes and for helping your ideal reader find YOU instead of the other way around.

Many writers share advice about writing to their audience. This is a very saturated thing to blog/vlog about but everyone's advice is different and yours could still be valuable to many people. If you don't want to share content on writing craft, something you should be doing is creating content for the age group/demographics of your ideal reader even if it's not specifically related to your book. For example, if you're a romance writer for women in their 30s and 40s a piece of content you might share is gardening advice or a recipe that's easy to make for busy moms.

If you're still lost on what type of content you should create, my favorite advice comes from the media mogul Gary Vaynerchuk who encourages everyone online to "document instead of create." Document your journey to publication, document your travels, what it's like to be a full-time author, or what it's like being a full-time employee with children. You never know how your experiences can help others.



STEP

03



Newsletters

Newsletters are critical to author success because newsletters are how you differentiate casual readers from loyal fans.

Do you remember how I said social media is like online dating? Well, when your followers opt-in to your email list, that's their way of saying they want a relationship with you!

Email lists are extremely important to authors because a) they're not limited by the dreaded social media algorithms, so almost everyone on your email list will see what you send them when you send it and b) email subscribers are loyal fans. They will become your repeat buyers not just your one-time buyers.

[Mailerlite](#) and [Mailchimp](#) are great email marketing providers that you can use for free up to 1,000 and 2,000 subscribers.



STEP

04

Be Consistent

Nothing I've said so far will EVER work if you're not consistent.

Everything I've taught so far is based on relationship building. Relationships require trust and trust is built over time. Being consistent will allow you to build that trust and rapport with your readers that will keep them coming back for more.

Additionally, the internet rewards consistency. Google boosts websites that consistently release new content, and social media does the same, making your posts more visible to your ideal audience. Content creation requires consistency as well as newsletter nurturing.

Consistency can be different for you than it is for another author. If consistency for you means every day post every day. But if consistency to you is three times a week, post three times a week. Disappearing for weeks or months at a time will break that trust, cause your followers to lose interest in you, or potentially forget about you. Your audience just needs to know when you'll be online, and when they might receive new content.

Thank you For Reading!

Congratulations on taking the first step to becoming a successful author! However, downloading the guide is only the first step.

Are you ready to learn and execute the best marketing strategy for your book?

Are you looking to build relationships with readers and gain a community of loyal readers?

Do you want to be a position where your fans will market your book on your behalf free of charge?

I am offering you a free 30-minute strategy call where I will provide actionable marketing strategies specifically tailored to you and your book so that you can walk away feeling confident about your next steps.

Click the link below to schedule a call with me!

Click the link below to schedule a FREE call with me!

Click the link below to schedule your FREE 30-minute call!



Danielle Wilkinson

Author Marketing, Social Media Specialist
@daniellewcoaching

BOOK ONLINE

www.daniellewilkinsoncoaching.com

Checklist

Track your progress!

- Identify Your Ideal Reader
- Follow Hashtags in Your Niche
- Use Targeted Hashtags in Your Posts and Stories
- Follow, Comment, Like Ideal Readers' Posts 10-20 Minutes a Day
- Create An Opt-In Freebie to Build Email List
- Create Helpful Videos/Blogs/Podcasts For Your Audience
- Nurture Your Email List With Weekly/Monthly Emails and Updates