

A hand holding a pencil is positioned over a laptop keyboard and an open notebook. The background is a soft-focus image of a desk with a laptop and a notebook. The text is overlaid on a white semi-transparent banner.

~~30~~ 80 STRATEGIES  
TO BUILD YOUR  
AUTHOR/WRITER  
PLATFORM

*Jacqueline T. Hill*

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# Who is Jacqueline T. Hill?

I'm Jacqueline T. Hill. I help writers start and build engaged readers for growth, conversions and to create sales. I show writers how to make earnings starting at \$2500 per month and scale higher month over month from content strategies.

I'm a 20 plus year writer, ghostwriter and writing coach; 13 years in education as a certified Master Teacher & Department Chair for secondary English.

Obtained my BA in English Writing, M.Ed in Educational Leadership & Administration, M.Div in Theological Studies and will soon begin my Doctoral studies.

I understand "degrees" do not matter to many people in business and writing. However, understanding this part of my background shows more credibility, education on this subject-matter and proper training in writing, editing and research.

For thousands of writers, authors, and business executives, I also evaluate, proof-read, provide developmental and line edits to their published essays, a plethora of published books both fiction and non-fiction, poems, articles (with fact check sheets), and blogs.

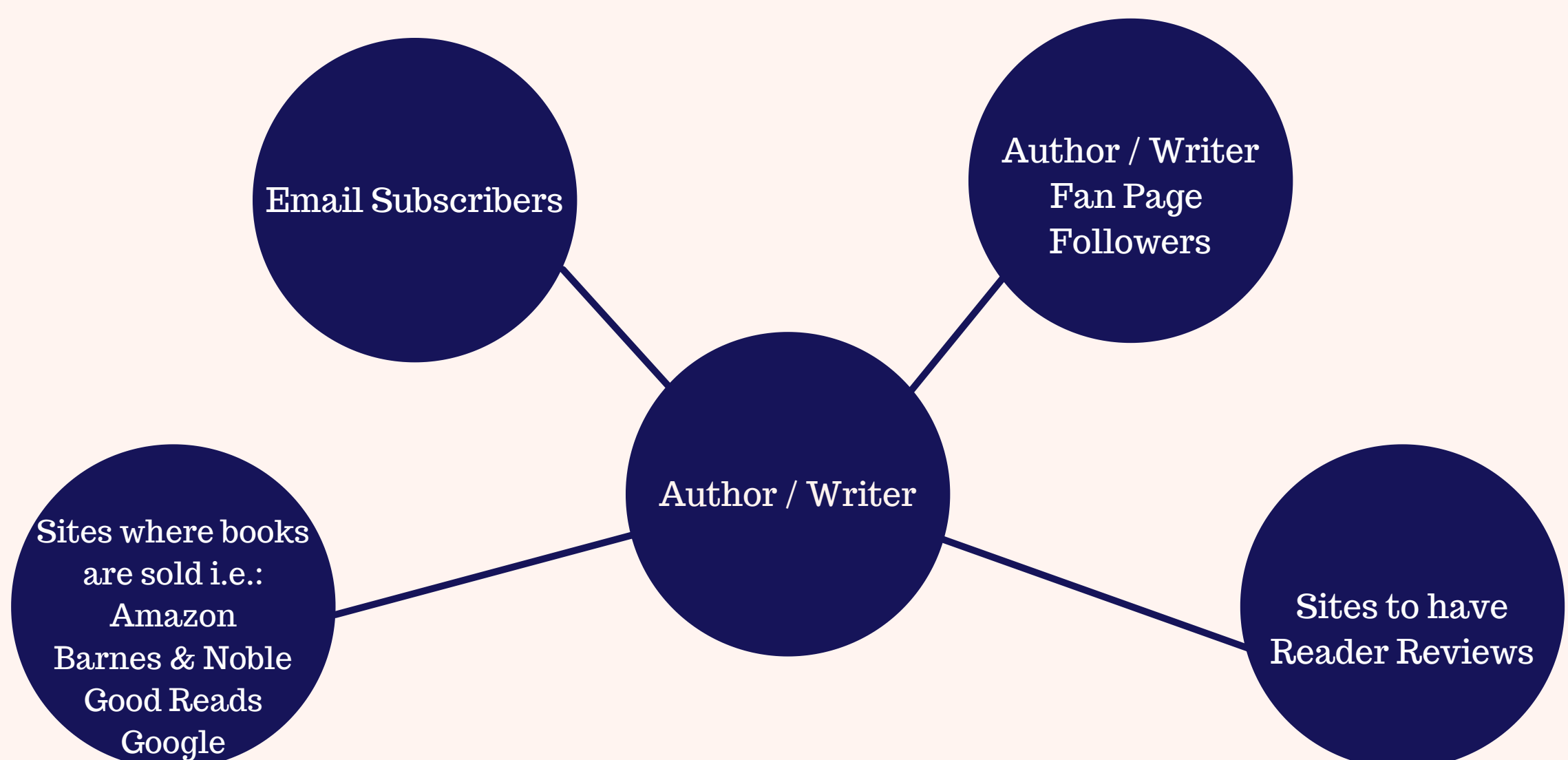
I'm a monthly contributor for LifeHack, been featured in the top 25 Social Media Content Marketing, Small Biz Chat, and more large publications. My books are published on Amazon, and I have ghostwritten over 20 full-length books, (majority are bestsellers) and 500+ blogs receiving reach and exposure to over 500k targeted readers of which received massive conversions for products and services.

# What is a Writer Platform?

For authors to thrive in any area or field of discourse, they have to be able to communicate to their readers. As much as it is fanciful to use poetic license and colloquialisms to present ideas in books, and other writing excerpts, without effectively communicating to the audience there is no way you can connect to them. Now that is the hardest part, how to build a platform off of people that do not know your work or anything about you.

It can be frustrating having to come up with those sensational headings and an impeccable story line, yet there is just a handful of people that understand your message. The goal is to form a bond with the readers that goes beyond the books but the need to meet you in person. This ebook seeks to show writers ways through which they can grow their platform.

### The Author / Writer Platform





# What is a Writer Platform? Cont.

A writer platform is a way for writers to connect with their audience. It gives you visibility as a writer or author. According to writers digest dot com, the definition of platform is "your ability to sell books through: who you are." This includes social media outlets, networks and blogs.

Does your writer platform stand out or blend in with others in your genre/niche? Building a writer platform now is possible. Contrary to popular belief, building your platform takes some time to master. I cannot say the process ceases because you work at it daily.

To build it correctly requires strategy. You create content in such a way that it stands out from other writers. Take for example Elizabeth Gilbert. She uses the strategy of story-telling and videos in her posts on social media. Gilbert works her page daily. She also helps other writers by supporting their community outreach efforts to help less-fortunate people. Another writer to look at is James Patterson. He uses the strategy of videos and groups of people to promote his latest books.

Overall, the objective is to build a platform of targeted readers for connections and sales. There are millions of readers in the USA, and they love to connect with many stories and experiences from writers.

How does your platform stand out amongst the noise and crowd of other writers and authors? Are you consistently in front of your ideal readers and followers? Does your writings, books and blogs speak to their wants?



# 80 Strategies to Build Your Writer Platform

## **1. Get Reach and Exposure**

This is key for authors and writers. You want to leverage your presence using social media and online platforms. I highly suggest this way because it requires little to no cost.

## **2. Create a fan page on Social Media platforms**

Especially use facebook and instagram. BUT grow and focus on one platform at a time. After creating this page, you should be active daily. Be sure to post as often as possible. (More on this later).

## **3. Join book reader groups around your reader market and genre**

Don't be a lurker forever. Initially, you may not introduce yourself. I totally understand. Not all groups are too welcoming, and you may feel uneasy. Some people dive right in. But if you're the newbie to the group who observes the comments, it can feel a bit unwelcoming.

## **4. Make your presence known in these groups**

Again, do this when you're ready and comfortable. Get a feel for the group and observe how they interact. You'll know when to introduce yourself and chime in.

## **5. Get permission to share your content in groups**

Never just post your content or pitch without admin's approval. There are cases and some groups that allow you to do this. However, don't bring bad vibes towards your writer brand without complying with their rules. Remember, their turf means you play by their rules.



# 80 Strategies to Build Your Writer Platform

## **6. Comment on posts**

You may feel better at commenting and reacting to posts that resonate with you. Trust me. When others see your name pop-up for the first time, they will check your channels to learn more about you. This method is great for awareness.

## **7. Write press releases (at least once monthly)**

This strategy is if-y. It works either in your favor or not. The objective with press releases is to have "newsworthy" information. It must be something that grabs the attention of the reporters. One advantage of press releases is that it gives your website backlinks. Backlinks help you rank higher in search engines.

## **8. Promote like "crazy" on Instagram**

Why not? It's free unless you decide to boost a post. Instagram is like an online magazine. People look at your feed. Don't forget your hashtags to get into your audience newsfeeds.

## **9. Facebook Ads - Boost your content**

You can also use audience insights to help determine your markets. I highly suggest boosting your blog posts and inspirational posts to get seen in your follower's newsfeeds daily. You build more awareness each time your name, posts and writings are visible to your audience.

## **10. LinkedIn - Share articles, blogs, videos**

This platform has a different feed and feel of professionals. Shine and look your best on LinkedIn. Your presence should stand out the most here. Many executives and admins use this site. Pay close attention to the content that comes in your feed from others. Get inspiration to follow its style.



# 80 Strategies to Build Your Writer Platform

## **11. Twitter**

Tweet your content. Repurpose your content and posts on Twitter. This audience is full of writers, authors and content creators. Keep it short, simple, and full of value.

Use hashtags in your niche here as well.

## **12. Pinterest**

This area is a growing audience and platform. Many experts suggest exhausting this platform quickly. Pinterest is another space, where it's full of content writers, bloggers, authors, etc. Believe it or not, women entrepreneurs and business owners dominate.

## **13. Use other outlets like Quora, Ezine Articles & Medium as a start**

Do not throw away Quora or Ezine Articles. They still have large platforms of writers and readers. All writers, content writers, authors, bloggers should be visible on every content-based platform in their niche.

## **14. Guest posts or write for others**

Writing for others still works. The best part, however, is the ability to get more backlinks. Start somewhere. Work your way to the stop. When you're ready to pitch your content to more prominent platforms, they'll want to see other articles you've written on other channels.

## **15. Know your target readers**

This is the reader who represents your market and or niche. As you research and piece together your target reader, you will write background information that describes the demographics and behaviors of a person who will show interest in your writing.





# 80 Strategies to Build Your Writer Platform

## **16. Compile a list of at least 3-5 main author/writer competitors**

Search which social networks they're using and analyze their content strategy. Look at their number of fans or followers, posting frequency and time of day.

Also pay attention to the type of content they're posting and its context (humorous, promotional, etc.) and how they're responding to their readers.

## **17. Create a content strategy for social media**

There are three main components to any successful social media content strategy: type of content, time of posting and frequency of posting. Remember, your audience is unique, so you need to test and figure out the best time for yourself.

Posting frequency is as important as the content you share. You don't want to annoy your readers, do you? Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlikes and unfollows.

## **18. Start blogging consistently**

Your blog can be on any topic that interests your ideal reader. You can learn blogging within 30 minutes! Create a social media marketing plan to promote your blog. Now, follow this plan and measure the results.

## **19. Build an email list**

Writers using e-mail assume that it's the most effective channel for their writings, books and content. You will not see an increase in sales if you cannot reach the right people - or achieve enough to drive them to your email list.

## **20. Leverage videos every chance you can**

As of today, video views get the highest engagement. They invite people to LIKE, COMMENT & SHARE. You would want more people seeing your video content.



# 80 Strategies to Build Your Writer Platform

## **21. Use Influencers to Gain Targeted Readers**

Influencers must have a combination of three important factors: reach, contextual credibility, and salesmanship. Who are the influencers in your field? Such individuals can be industry experts, popular bloggers, high-profile thinkers and others.

## **22. Reply to comments**

If a reader comments positively on one of your posts, you can be sure that s/he likes you. You want to keep the dedicated audience members to read your future posts. So show that you appreciate their feedback by writing a thoughtful response.

## **23. Interview writers/authors with larger followings in your genre**

Contact another writer or author to interview on a specific topic that connects with your readers. Use LIVE or pre-recorded videos.

## **24. Use stories on IG & FB**

Post on your stories at least five to eight times a day. Use one or two large hashtags for further reach. Consider hashtags with over a million posts.

## **25. Connect with two genre related people per week**

Reach out to a blogger and podcast for appearance on their platforms. Invite people to follow you towards the end of the podcast and the close of the blog.

## **26. Build relationships with those who follow you**

Respond to appropriate comments, DM's and ask questions to comments. This will increase engagement and trust.



# 80 Strategies to Build Your Writer Platform

## **27. Attract and appeal to your ideal reader**

Create posts that align to your reader. What does your reader like? What are some interests?

## **28. Use a 30 or 90-day writing challenge**

A writing challenge helps to build your platform from using SEO through your blogs. Search engine traffic will find your blogs based on your keywords. If you have social media buttons on your blog page, and tell this traffic to follow you on social media, your platform will grow.

## **29. Create a sign-up form on your website**

Collect emails and send out book excerpts, blogs, your writing journey, etc. to your list. Begin with a freebie to lead readers to your list.

## **30. Write articles for large publications/publish short stories or poems**

Writing for large publications with millions of readers gives you more credibility as a writer. Short story submissions give you LOTS of reach and exposure as well. These publications will give you a byline with a link to your website, book and social media pages. You can have thousands of new targeted readers opting in to your freebies with their emails, new targeted followers on social media and buyers of your books.



# 80 Strategies to Build Your Writer Platform

## **31. Define your goals**

This is essential not only in trying to build a solid writer platform but in life as well. Without knowing why, you are doing a particular thing, failure will be lurking around the corner. So as a budding author and writer, you need to define your goals and know why you are writing this masterpiece you have worked so hard on. When the goals are clear, failure is not an option.

## **32. Research your audience**

See yourself as a company looking to introduce a new product into the market. No one really knows your work except maybe close friends and family; however, you need to research on the type of audience you are writing for. What are their proclivities? What excites them? Find out what their age, education, sex and other socio-demographics. This helps to put your writing and marketing into a better perspective.

## **33. Look at your competition**

You can learn a lot by studying the market and the competitors therein. If you are looking to go into fiction, check out the major players in that game. Check out their works and note some valuable points of how they write and connect to their audience. The essence of this is to capitalize on the areas the competition has not fully covered. You want to give the audience what they like to appease them and something out of the ordinary to captivate their attention. No one wants to read the same 10 books from ten different authors. Be different and find the loopholes.



# 80 Strategies to Build Your Writer Platform

## **34. Have a professional website**

Now, there is absolutely nothing you want to do that is not done on the internet. From banking to daily activities, everything is set up on the internet. The internet is the fastest way to get through to millions of people that will need your works. Invest in a solid website where people can write to you and can read some of your works. As much as possible regularly update the website and interact with people as well.

## **35. Network**

No man is an island; we need others to thrive. This is why networking with other writers can help a great deal when building your author platform. Go to events and mingle with people in your field, get to share ideas and stories and pick out relevant information that you can use as well. Do not forget to go with your business cards so people who love your work can further get in touch. Everything is networking, the right connection pushes you to the right platform.

## **36. Build an email list**

A lot of people in 2021 still enjoy the mailing system. They get tons of mails on a daily basis and you can capitalize on this feature. Convert the leads that you get and send them mails about new works coming out. It shows that you value them by telling them personally.

## **37. Use Social media everyday**

This time is nothing without Social media, you want something to travel fast, become viral on social media. The evolution of Twitter, Facebook, Instagram even LinkedIn have made writing more profitable. You can reach millions of people in a heartbeat. You can also get people talking about your work, if it gets enough buzz you might be trending on some platforms. Find creative ways to use social media to push your brand. If it means paying for promotions on platforms, then get it done. People can visit your website through your social media profiles as well.



# 80 Strategies to Build Your Writer Platform

## **38. Get Social media Tools**

Imagine trying to post about a book on all your different platforms, so you go to Twitter you write and post then move to Instagram to do the same thing and on and on.

Simply, get Hootsuite and other social media management tools that can aid scheduling of posts. You can just take a post and it goes on all your social media platforms, no stress, no hassles.

## **39. Invest in SEO and SEM**

Search Engine optimization has to do with using organic methods to rank in first pages of Google, Bing and other search engines. So that when people are searching for a particular title that you have written your book comes up. You need to therefore research in the keywords these readers will likely use when looking for your kind of book. SEM is paid advertising on google and other search engines. SEM encompasses SEO and paid advertising to make you and your website more visible to the public.

## **40. Get into blogging**

You could have a blog on your website but the most important thing is having a blog where people can read your works and leave comments. This can be the very first place you test your new stories. You can sample people's ideas off their comments and spread to a wider audience.

## **41. Google Alerts**

Be up to date on what is happening in your niche as it allows you to create fresh content that centers on timely and trending issues. It also allows you to know what keywords are peculiar to your field and how people are searching for that particular word. This will enable you rank higher when writing.



# 80 Strategies to Build Your Writer Platform

## **42. Link your published works**

Nothing is as bad as not knowing where to read more of your works. In your posts on social media, always link to your website and published works. Also, add a link to your profile as well.

## **43. Have a killer sample**

For some readers, they enjoy reading the first few pages of the book to see if it is worthwhile. This is where you need to score a sale. Create a killer beginning that will capture your audience attention to the point they want more. Create suspense which will keep them wanting more even when they finally get hold of the complete version.

## **44. Set up a content calendar**

This will help you in scheduling the posts you want for each day; it guides you on the most relevant post to write on and push out for the audience. You can create an editorial and social media calendar to help you segment the ideas you have in creating and publishing content. By creating a content calendar, there are less chances of encountering writer's block.

## **45. Search for Authorities**

Follow the major players in your field, this is beyond bumping into them at events. Make efforts to meet with them and ask for pointers in navigating the treacherous waters of writing. You can get the one thing you desperately need from meeting with an authority in the field you want to explore. It is more like going into film directing and having a meet and greet with Steven Spielberg, not that will take your career to the next level.

## **46. Invest in Google Analytics**

You can check how well your social media, email and google campaigns are doing. Check to see how much progress you have made and how many leads have turned to subscribers. Google analytics will also inform you on the places you need to intensify your approach in as well.



# 80 Strategies to Build Your Writer Platform

## **47. Write Catchy Headlines**

Most writers know how to use the fine art of sensationalism by creating mundane aspects of a topic and turning it into a worldwide discussion. You have to read up on how to create headlines and practice them in your posts. The more you write, the better you get at it.

## **48. Add a Call to Action in your posts**

Do not just allow the readers to leave after enjoying your piece, engage them by adding a call to action. You can tell them to visit your website or blog to read more. Something that will take them even closer to becoming a subscriber.

## **49. Make your content easy to share**

Use WordPress plugins that make sharing of posts easy on the internet. Let people be able to relate with your post across different platforms.

## **50. Stay online**

You might miss a beat if you go away for a second. Your presence online makes you visible even after any promotion or SEM. Be accessible to the audience. If a fan sends you a mail, respond immediately. It goes a long way.

## **51. Interact with your audience**

This will help you gain prominence on social media, be everywhere and comment in the topics you are well knowledgeable about. Bring something more than the ordinary that will make people want to follow you. Have you ever seen a comment so intriguing you had to check the person's profile out? It then made sense after seeing writer in his bio. Of course, you will most likely check out some of the writers works.

## **52. Speak at events**

Everyone wants to host big shows, telling people about their New York's best selling book and all that. But you can start at local events, graduation ceremonies and empower people. As much as the online presence is important, your impact in the community also matters.





# 80 Strategies to Build Your Writer Platform

## **53. Submit your works**

You gain authority when your works become accredited. Sending some of your works for publications boosts your resume and enhances your visibility among the writing community.

## **54. Start a YouTube channel**

Over 6 billion of hours of video are watched each month on YouTube which means it is a viable platform to get your message across to more people. Share your ideas and new books to the people. You can also email the subscribers to the channel and get more leads.

## **55. Hold an event**

It may not be a grand thing but a book launch among close friends, families and other subscribers that can make it is a great way to start. You can rent a hall or even in a wide space outside your house and stream it live across your social media platforms.

## **56. Join a podcast**

Get in touch with people in your field and see if you can get featured in their podcast. It is great avenue to get known by another audience. You could also start your own podcast if you have got the audience capacity.

## **57. Local Media can help too**

Go to local newspapers, radio and other traditional media and pitch to be interviewed. They may be doing a piece that needs some expertise; hence you can fill in that void for them.

## **58. Give your audience freebies**

It is good to reward loyalty especially on social media. People get drawn by this and throng to your website. It may not be a whole lot of money; it could be a dinner reservation or a coupon at their favorite spot. It is the thought that counts.

## **59. Keep a journal**

You may be wondering but you already have a content calendar. True! But having a journal makes it easy to write down ideas that you can use in the future. Not all of your ideas can you use at once so save them up in the journal and unleash them to the world gradually.



# 80 Strategies to Build Your Writer Platform

## **60. Show your best work**

Make sure what people attribute to you are the best of the best. No one wants to be known for a poor title or uninteresting book about mystical creatures.

## **61. Brainstorm with other writers**

Information on your niche might be a bit limited as a writer. You should be able to talk a bit about everything in the world today. Hence, have brainstorming sessions with other colleges in different niches and get to know what is happening beyond your scope.

## **62. Form a partnership**

This is not a book club of some sort although joining clubs is a great way of building your platform. Forming a partnership with people in your field can also help you in building your platform. Becoming familiar with the other person's audience is big plus as they will be interested in you since you collaborated with someone they read.

## **63. Regularly tweak your website**

Check for loopholes in the website, someone might be trying to tamper with the files therein. Update the security and other aspects to match with the demands of the world today. Make sure your website can accommodate a lot of traffic because at the end of the day, this is what you want.

## **64. Check out blogs n your topic**

This helps you stay current in your niche as well as get new ideas you can infuse in your next writing.

## **65. Watermark your images**

After all that hard work in creating a beautiful image for your book, all of a sudden you see the same image on another book. You will be livid, hence watermark these images so no one can steal them.

## **66. Testimonials:**

Let people know how your writings have impacted their lives. Share to your social media pages of how your works are changing lives gradually. It will draw more people to you.



# 80 Strategies to Build Your Writer Platform

## **67. Find a Mentor**

Since you are just trying to start out building a platform, it would be good to look for a veteran in your niche that can school you on how best to reach out to your audience.

## **68. Promote others**

It might sound counterintuitive but you need people to survive. Hence, leveraging on this strategy will endear not only the author you are promoting but his followers as well.

## **69. Repurpose your popular content**

Repackage some of your popular works and push it to your audience, especially when the times calls for it. If you had written on the ills of racism then this would be a great time to bring it up again.

## **70. Sell your Merchandise**

Have a good graphic artist whip up a logo for you and brand it in a t-shirt to promote your new book. If people love it, they will surely buy. This does not mean you will go into making shirts but it allows people identify you quickly.

## **71. Post your works on popular blogs**

Send in your works and get noticed by popular blogs. It is the same way people send in their music to radio stations asking for it to be played.

## **72. Be ready to spend money**

Investing in marketing and advertising costs some money so you have to be prepared to make it count.



# 80 Strategies to Build Your Writer Platform

## **73. Always upload a PDF sample**

People might not like reading hard covers but refer the online version. You have to consider all types of readers when writing your book.

## **74. Host Q and A sessions**

Give the people a sneak peak of what is coming by answering any question relevant to your works. It gives the people an opportunity to know you more.

## **75. Be Bold**

You need to have faith and confidence in yourself, imagine meeting your idol in writing and you freeze. Show admiration but let the person know who you are.

## **76. Continue to plan**

At every stage, keep on planning for the future.

## **77. Give yourself a breather**

Look at what you have done so far and take a break. You are not taking a break from writing but you are looking at how well you have done and appreciating how far you have come.

## **78. Patience**

All good things take time to manifest, hence don't put pressure on yourself. Stay focused and be patient, soon you will become a notable author.

## **79. Do not be afraid**

Before you become an authority, ask all the baffling and queer questions. Know what obtains and what does not, they will help you make informed decisions.

## **80. Let it be your passion:**

All these strategies become futile without you making writing your passion. You have to be sure of what you are writing about and positive of who you are as a writer. Know your style and stick with it.