



Build Your Author Platform in 10 Simple Steps

Tracy J. Thomas

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Do you dream of landing a traditional publishing contract or watching your self-published book shoot towards the top of Amazon? Whether you have your sights set on a large advance from a publishing house or simply long to see an increase in royalties from your Kindle sales, you won't achieve either without the development of a solid author platform.

The days when traditional publishers handled 100% of the book marketing and sales for their authors has long gone. Today, the majority of publishers expect their authors to play a significant role in marketing their own books. In fact most publishers will not take on an author who does not already have an established author platform.

When it comes to self-publishing, building your platform is imperative to the success of your book. Without a built-in platform at the time you launch a new book, the prospect of your book finding its way towards the top of an already crowded marketplace is very slim.

What if you had the tools available to build a loyal following of people who would buy your next book the moment it was released? What if those same people decided to broadcast the link to your book sales page to all their connections without pause?

This book will help you reach beyond your current fold of family, friends, and devoted followers, and provide you with the action steps and tips you need to find more targeted and loyal connections by way of social media marketing tailored for authors.

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From Reader Review Build Your Author Platform in 10 Simple Steps for online ebook

Dawn Brookes says

A useful guide for new authors. Could be quite time consuming but offers a realistic plan.

Lisa Petro says

good social media book IF you already have a book published. It is a nice step by step guide once you are at that point. It is not helpful , I think, for those who are not published yet.

Teri Ames says

This is a great book for any author who is trying to get started with social media. It presents a helpful overview of the various options with instructions and prioritization. If you are already active in social media, this book is probably too basic for you. But, if you're not, it's a good kick in the pants to get you started. My only complaint is that it sometimes falls short on logistical details. For example, the author suggests that you should have a Facebook author page separate from your personal page but doesn't explain that it is virtually impossible to create an author page unless you already have a personal one with enough friends to validate your author page. That said, I got my money's worth out of this book because it had some good ideas and practical advice.
