

7 Platform Building Strategies That Get You Noticed

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by Janet Thomson on February 8, 2012

One of the biggest challenges for authors is building a loyal following. If you want to be successful and considered an authority on your topic, then you need to start **building your platform** now. This is particularly critical if you are searching for a publisher.

I understand that *tooting your own horn* can put you in an uncomfortable position. I've experienced it myself as I build my own business. Recently, in a VIP coaching session, my mentor stated that her female corporate clients have a hard time seeing themselves as experts.

If you want to be taken serious as an author, then you must begin self-promoting efforts. This process may seem overwhelming as you branch out into the unknown.

However, taking small consistent baby steps can help you transition with ease.

Here are **seven platform building** actions you can launch now.

1. Speaking Engagements

Public speaking for most writers is like having an arm chopped off. Writers are typically wordsmiths and feel more comfortable in front of their computers alone with their thoughts. Incorporating public speaking into the mix positions you as an authority on your topic. If you are nervous about standing in front of strangers, joining a local group like [Toastmasters](#) is a great way to overcome your fear, while honing your skills in an environment that is somewhat forgiving.

2. Start Blogging

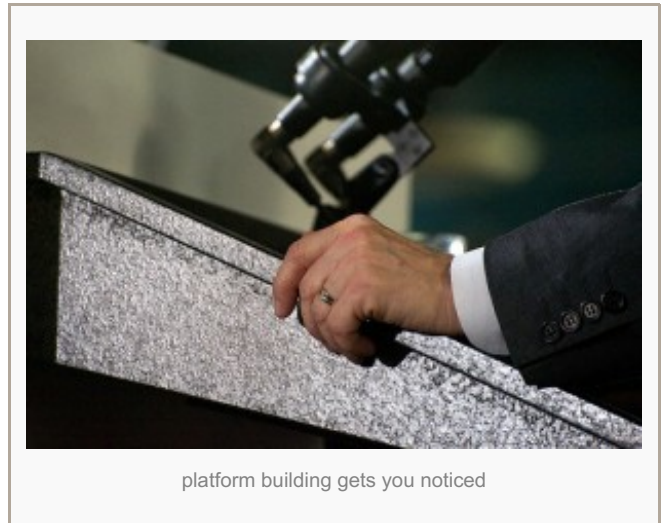
Creating a blog is a very easy task to incorporate. It's a way for you to speak directly to your audience and create other interesting topics about what matters most to them. This will come primarily from their comments and suggestions at your posts. You could provide a survey which could also serve as a blog post later. In addition, you are able to repurpose your content and often create informational products.

3. Get to Know Thy Competition

I know that you have heard this more times than you care to admit because as an entrepreneur I know I have. I must admit studying your competition is a necessary evil that you must overcome. Getting to know your competition allows you to see what's working or not working and doing it better. Creating a spreadsheet or other tracking system is ideal. You can do this in either Excel or Word. Another way of keeping track of the competition is to create a "[Google alert](#)." It doesn't matter what method you use just make sure you do it.

4. Webinars

If you are not quite ready to throw yourself into public speaking, webinars is a great alternative. You could write your segments ahead of time and read it without the fear of someone staring back at you. You could also partner with



others which help deflect some of the focus off you.

5. Guest Blogging

Guest blogging allows you to instantly connect with the guest host's audience. If your post is informative, entertaining and/or engaging, you can potentially attract others to your newsletter and/or site. Guest posting is not rocket science, but I would advise that you write for sites that are complementary to yours or your topic.

6. Get to Know the Media

You should start building relationships with the media like “yesterday.” Getting free publicity can be easy if you have the attention of the right media folks. Social media is the best way to connect with them. Find out who covers your topic and start commenting on their articles, writing opinion pieces and providing them resources. In the beginning you want to give, give and give some more.

7. Become a Book Reviewer

As you continue your platform building efforts, your loyal fans get to know you more intimately. For example, your audience might be interested in hearing that you enjoy mysteries though you write business books. People want to know that you can come out of your comfort zone and embrace another type of writing style or topic. Since you are reading these books you should post reviews about them to review sites like Amazon and [Goodreads](#) or even at your blog. Spread some love to your fellow authors and you will benefit from great karma.

Writing a great book takes time and can't be accomplished overnight. The same applies for building a platform. Although there are countless other ways to build yours, I would suggest that you start with these and gradually expand as your confidence, audience and media exposure increases. Keep in mind that your loyal fans want to know more about you and having a platform is the vehicle used to cultivate those relationships.

Are you ready to build your platform? Do you need help getting started? Email me at janet (at) wordstroker (dot) com for a free 30 minute consultation.

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