

Fans, Friends, and Followers

Top 5 Author Platform Building Blocks

Rather than trying to do every possible activity to grow your author platform at once, select five different activities (building blocks) that you can reasonably, consistently, incorporate into your schedule in the near term. You may even want to limit that to three. Capture your specific plans for each item or event (in the spaces below for example) as a place to start. Consider choosing complementary activities that span a range within your own comfort zone from passive to active involvement according to the chart on the previous page.



BLOCK: Start a blog	TIMING:	DETAILS: Humorous, promote classes, invite comments, keep entries to 300 words, write several in advance and stay ahead, include links to website, set up TypePad account, create web page for blog, Read "Blogging for Business"
GOAL: Grow Mailing list by 50 per month, promote website traffic, found by search engines.	Weekly start 9/15	
ACCOUNTABILITY: set up monthly meetings with Tom to brainstorm topics and tweak content.		
BLOCK 1:	TIMING:	DETAILS:
GOAL:		
ACCOUNTABILITY:		
Block 2:	TIMING:	DETAILS:
GOAL:		
ACCOUNTABILITY:		
Block 3:	TIMING:	DETAILS:
GOAL:		
ACCOUNTABILITY:		

Defining Your Roadmap

My Social Networks:

- Twitter
- Facebook
- YouTube
- Pinterest
- Google+
- LinkedIn

What does your audience want/need?

Name a few of their hot buttons. What motivates/inspires them?

Write your message. This is your statement/elevator pitch:

How are you helpful/different/unique?

What can you offer to your readers?

Here's how I can help:

Networking!

So who are the other authors in your space and what do you know about them?

Blog/URL _____

- Owner _____
- Accepts books for review? yes/no
- Contact eMail _____
- Notes: _____

Blog/URL _____

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- Contact eMail _____
- Notes: _____



Events I Should Attend

Event _____

- URL _____
- When _____
- Notes: _____

Event _____

- URL _____
- When _____
- Notes: _____

Event _____

- URL _____
- When _____
- Notes: _____

Event _____

- URL _____
- When _____
- Notes: _____

Event _____

- URL _____
- When _____
- Notes: _____

My Industry Blogs

Blog Name _____

- URL: _____
- Contact eMail _____

Blog Name _____

- URL: _____
- Contact eMail _____

Blog Name _____

- URL: _____
- Contact eMail _____

Blog Name _____

- URL: _____
- Contact eMail _____

Blog Name _____

- URL: _____
- Contact eMail _____

Blog Name _____

- URL: _____
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- URL: _____
- Contact eMail _____