

Building Your Author Platform: The New Rules

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Ask questions any time!

Who am I?

- Senior Document Architect, PKWARE
- Books about openSUSE Linux and WordPress
- Blog: *Notes from the Metaverse* (metaverse.wordpress.com)
- President, Society for Technical Communication, Wisconsin Chapter
- National Writers Union, UAW Local 1981, At Large chapter



What We're Covering

- Why Build an Author Platform
- Building a Platform Online
- Finding Your Audience the Old-Fashioned Way

Why Build a Platform?

- Building Authority
- Finding Audience
- Find Clients (and work!)

When do you start
building your platform?

Quick Survey

Building a Platform Online, aka Social Media for Writers

- Website/Blog
- Twitter
- Facebook
- LinkedIn
- Google+

Your Home Base: Your Website

Why?

- Space that belongs to you
- Where your fans can find you
- Build a mailing list
- Educate
- Promote

Components

- Blog
- Portfolio
- Contact Form
- Social Buttons
- Buy my book!

Twitter

Why?

- Attract people to content
- Build trust
- Where your fans can find you
- Share how you got to be smart

Components

- Share interesting content (not yours)
- Be accessible
- Be funny
- Be human
- Promote

Facebook

Why?

- Billions of users
- You can separate personal from professional
- Where your fans can find you
- Share how you got to be smart

Why Not?

- Your audience may only want to hang out with friends/family
- You have very little control over who sees your content
- Rules keep changing

Build Your Author Platform on Facebook

- Share content on Page
- Visit groups of potential readers
- Interact with potential readers
- Like other pages
- Offer a freebie
- Today: 1310 Likes!

LinkedIn

Why?

- Your audience is professional, career-oriented
- Find sources
- Company Pages
- Publishing Platform

Components

- Personal profile
- Company page
- Professional Publishing Platform
- Groups
- Promote

Google+

Why?

- Active Communities
- Hangouts
- Company Pages
- Connection to Search

Components

- Circles
- Personal profile
- Company page
- Communities

Building a Platform the Old Fashioned Way, Well Sorta

- Articles
- Speaking/Teaching
- Webinars and Podcasts
- Traditional Media

New Article Venues

- Guest Posts
- Medium
- Contributoria
- Getting Paid

Finding Speaking and Teaching Gigs

- Meetups
- Formal and Semi-Formal Educational Venues
- Co-Working Environments

Online Audio/Visuals: Webinars, Hangouts and Podcasts

Webinars: You talk, show slides

- GoToWebinar
- BrightTalk
- YouTube/Vimeo

Live Video

- Google Hangouts
- LiveStream

Podcasts: Your own radio show

- BlogTalkRadio
- Spreaker
- iTunes
- Stitcher

Traditional Media

- Public (News) Radio
- Talk Radio
- Beat reporters
- Help a Reporter Out

Getting in on the Ground Floor: Some New Social Networks

- Ello: No ads, lotsa pictures
- Known: Open source, sharing your content with the world on your terms

Resources

- Unbearable Lightness of Tweeting:
<http://theatln.tc/1Bh1DOC>
- Blogs that Pay:
<http://bit.ly/1CgfunO>
- Medium.com
- Contributoria.com
- Ello.co (I have invites)
- Known: www.withknown.com

Connect with Me

- Web: michaelmccallister.com
- Twitter: [@workingwriter](https://twitter.com/workingwriter)
- Facebook: <https://www.facebook.com/Author.MichaelMcCallister>
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<https://www.facebook.com/JelenPublishing>
- LinkedIn: www.linkedin.com/in/workingwriter

Questions?
