

The book was found

# Create Your Writer Platform: The Key To Building An Audience, Selling More Books, And Finding Success As An Author



## Synopsis

Creating a platform isn't just beneficial--it's essential! In today's world of blogging, websites, Twitter feeds, and Facebook updates, building a writer platform from the ground up can seem a daunting task. Never fear--author and editor Chuck Sambuchino provides expert, practical advice for increasing your visibility, selling more books, and launching a successful career. In *Create Your Writer Platform*, you'll learn: The definition of a platform--and why you should start building one now. How to harness the 12 Fundamental Principles of Platform. "Old School" and "New School" approaches to platform, from article writing and conference speaking to website development, blog posts, and social media avenues. How to develop a platform for nonfiction, fiction, and memoir. In addition to Chuck's invaluable insights, you'll also find 12 case studies from authors with effective platforms, as well as professional advice from literary agents. If you're serious about building a platform tailored to you and your writing--a platform that's going to help you succeed as a writer--look no further than *Create Your Writer Platform*.

## Book Information

Paperback: 248 pages

Publisher: Writer's Digest Books; 11.11.2012 edition (November 23, 2012)

Language: English

ISBN-10: 1599635755

ISBN-13: 978-1599635750

Product Dimensions: 5.5 x 0.7 x 8.4 inches

Shipping Weight: 13.9 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (64 customer reviews)

Best Sellers Rank: #311,794 in Books (See Top 100 in Books) #44 in [Books > Computers & Technology > Web Development & Design > User Generated Content](#) #126 in [Books > Computers & Technology > Business Technology > Social Media for Business](#) #224 in [Books > Computers & Technology > Internet & Social Media > Social Media](#)

## Customer Reviews

The reality is, writers today must be not only creative and credentialed, they must be their own one-person publicity and marketing departments, as well. I doubt that tuition covers this in many MFA programs, and I can testify that it never came up in my doctoral program in psychology, either. However, Sambuchino's book tells the writer of fiction or nonfiction how to fulfill these roles in the e-everything age, through building the writer's platform. Sambuchino's style is clear and oriented to

the practical. He deals comprehensively with the components of an author's platform; I had cause to rethink what the planks of my platform were/should be. I was particularly interested in the many mini-interviews with agents that pepper the book, speaking to platform issues. The author punctures illusions without apology but without an attitude of superiority, either. (Although he is so well-informed that his insight is, indeed, superior to that of most of us.) I found especially useful Sambuchino's guidelines for "how much platform is enough" (e.g., how much web traffic on a blog). I will certainly be using his advice to maximize the sales of my forthcoming books. Have been waiting for months for this to come out, and I have not been disappointed. On the one hand, I am a trifle embarrassed, as I see from Sambuchino's book that my own platform-building efforts can use improvement. On the other hand, I now feel that I have a much better handle on how to go about improving my platform. Get this, use it, and you'll be pretty good at building your writer's platform. One often reads of platform-building in terms of books yet to be published (indeed, often enough, yet to be \_written\_). However, authors of already-published books also will find much practical advice here.

[Download to continue reading...](#)

Create Your Writer Platform: The Key to Building an Audience, Selling More Books, and Finding Success as an Author Selling on eBay: 7 Steps to Selling \$5,000 Per Month on eBay in Less Than 25 Hours a Week (selling on ebay, how to sell on ebay, ebay selling, ebay business, ebay, ebay marketing,) Emotional Story Selling: How to Create Meaningful Stories Through Video to Inspire Engagement, Build Trust and Command a Loyal Audience So That You Can Accelerate Your Sales. Law of Attraction: Unleash The Secret Power Within and Learn How To Manifest More Money, More Love, More Success, More Abundance In No Time: (Special Bonus: ... Money, Success, Happiness & Love,) FBA Secrets: The 25 Best FBA Secrets Revealed: Best Selling Secrets Revealed: The FBA Selling Guide ( fba, selling on ... sell on , fulfillment by , fba) Align Your Writing Habits to Success: From procrastinating writer to productive writer in 30 days (or less) Key West D.O.A.: A Jack Marsh Briar Malone Key West Action Thriller (Key West Action Thriller Series Book 6) The Secret to Building your YouTube Audience: 6 Steps that Convert Viewers into an Engaged Community Shade Gardening With Derek Fell: Practical Advice and Personal Favorites from the Best-Selling Author and Television Show Host (For Your Garden Series) The South Beach Diet Supercharged Faster Weight Loss and Better Health for Life [2008 Hardcover] Arthur Agatston MD (Author) Joseph Signorile PhD (Author) The South Beach Diet Supercharged Faster Weight Loss and Better Health for Life [2008 Hardcover] YouTube: Ultimate YouTube Guide to Building a Channel, Audience and to Start Making Passive Income How To "Ace" The Physician Assistant

School Interview: From the author of the best -selling book, The Ultimate Guide to Getting Into Physician Assistant School  
The Successful Author Mindset: A Handbook for Surviving the Writer's Journey  
The Pro Writer Mindset: What it really takes to be a bestselling author  
Location Audio Simplified: Capturing Your Audio... and Your Audience  
Selling on eBay: How I Made \$2,000 A Month With No Inventory: Learn How to Get Money Fast and Earn an Extra \$24,000 a Year Selling on eBay and Spend No Money Upfront on Inventory  
Storytelling: 99 Inspiring Stories for Presentations: Inspire your Audience & Get your Message Through (Storytelling, inspirational stories & presentation zen, mentoring 101, ted talks)  
eBay 2014: Why You're Not Selling Anything on eBay, and What You Can Do About It (EBay Selling Made Easy)  
Ebay Selling Mastery: How to make \$5,000 per month Selling Stuff on Ebay  
How To: Make Money Selling Ties On eBay: How To Make Money on eBay Selling Neck Ties

[Dmca](#)