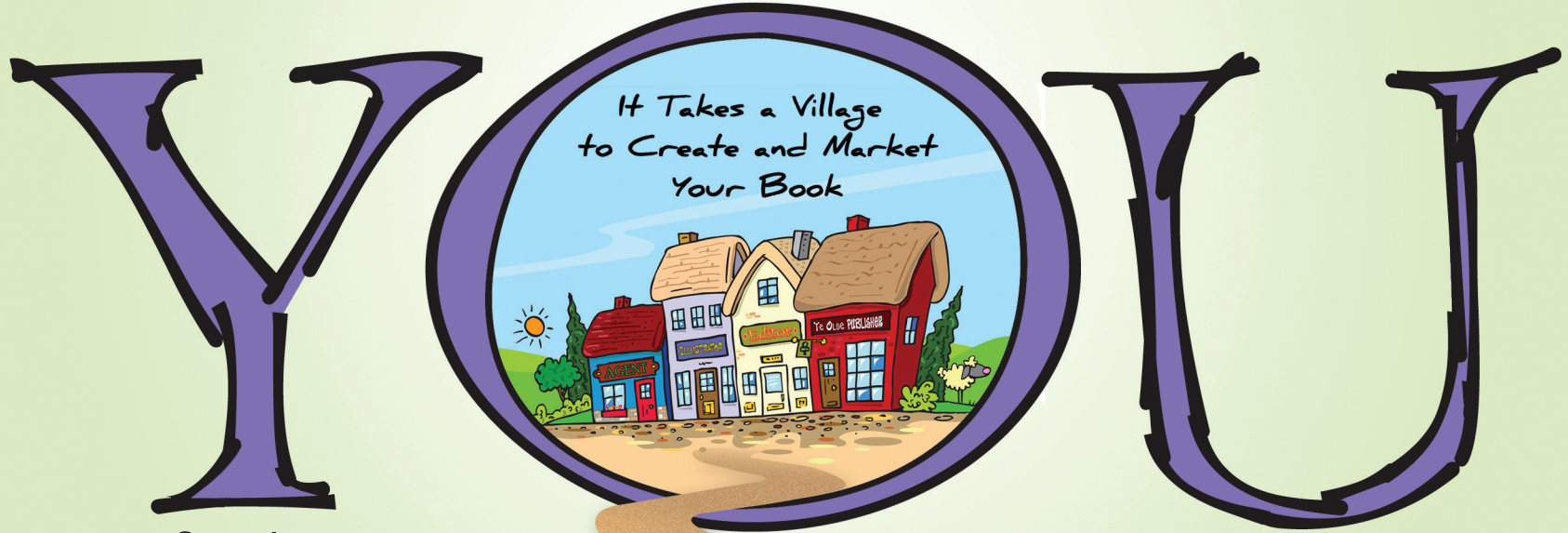
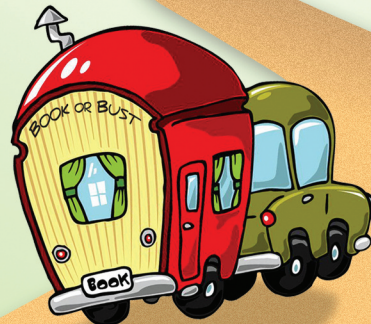


Author



Creating
and Building
Your Author
and Book Platforms



Dr. Judith Briles

The Author **YOU** Series

Why the Author YOU Model is the best way to achieve success in publishing today

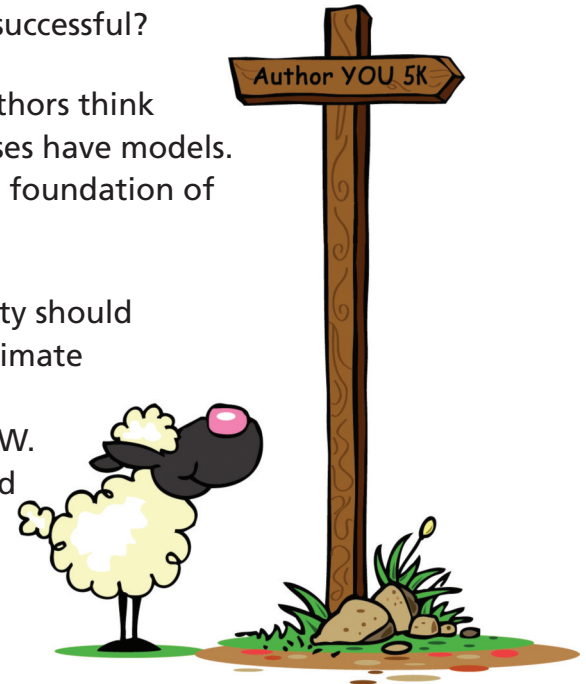
WOW ... You are thinking of writing a book. So is 80 percent of the population ...

What will separate you from the masses ... those that sell less than 100 books? Do you have the “right stuff” to create a winning book and make a visual presence in today’s market? How will you be heard above the author and book noise? Will you be successful?

The “right stuff” is seeded from the get-go by one thing: successful authors think of their authoring and publishing experience as a business. All businesses have models. The **Author YOU Model** is about building the Platforms that create the foundation of your future empire.

Millions of books are published in all formats each year; a great majority should have stayed in the desk drawer. R. Bowker reported that of the approximate 500,000 ISBNs issued in 2011, over 211,000 were issued to what now is identified as the self-published and independent markets. That’s a WOW. Almost parity with the “big boys”—the traditional publishers that ruled the publishing channels just a few years ago.

The rest of the published books, those without ISBNs, are in the vanity press, some form of hybrid publisher or in eBook format.



Those are the books that routinely are not edited, have a cut-and-paste quality to the interior and exterior designs ... and are, let's face it, mediocre. Those are the books that you would normally not put on your book shelf to read over as well as admire the look and feel of.

The *Author YOU Model* that is revealed within the pages of this guidebook, the basis of your Platform, has similarities to any business: financial sustainability, marketing strategies, action plans and the ability to fine-tune and reassess as you go along.

As an author, you evolve ... you have to. Publishing is morphing on a daily basis. The savvy author knows it, takes advantage of it and embraces it.

Author YOU.

The *Author YOU Model* reveals the Village that will create the stepping stones to your success. It will deliver the goods to soar you through the author and book noise ... to be heard above the crowd.

It will save you thousands of dollars by keeping you focused and avoiding costly errors. It identifies your options so that you have a better grasp of which road is best for you. And it empowers you to clear the clutter.

Get ready for a visual journey. I've structured many books using Post-its®—different sizes and colors to mark chapters, themes within them, stories and key points. You will find them within *Author YOU: Creating and Developing the Author and Book Platforms*.

Get out your pen ... you've got a series of Activities, all designed to develop the Author YOU in You.



Reading *Author YOU: Creating and Building the Author and Book Platforms* and integrating the *Author YOU Model* will create a *significant advantage* over other authors who use the hit-and-miss method for their book journey.

Most authors write (a good thing); few get their work professionally edited (a bad thing); and fewer still understand the dollars, cents and sense of the publishing game (another bad thing). By using the steps and guides on the roadmap included throughout what's in your hands, you move into the top tier of authors. You gain author power and presence ... and success ... the success that you seek, as you, and only you define it.



The *Author YOU Model* is all about sustainability. Sustaining you as a person ... and creating and sustaining your authoring/book business. Sustainability.

How are you going to create Income—those moneys that will allow you to eat, sleep, play and grow your author/book business?

Platform building is all about foundations and blueprints. Without them, a building crumbles. You are no different. Platform building always starts with a **Vision**, nourished by and with—**Passion**; fertilized by your **Commitment** in the forms of time, energy and money. The **People** will then come—your customers, book buyers and fans.

You start with Key Questions:

- 1 What's your Vision?
- 2 What's your Passion that will—is needed—to support it?
- 3 How Committed are you?
- 4 Who are your People—the Customers who will buy your Book?
- 5 What benefit will you bring to your People?

Book buyers—your People—are looking for one of two things:

- Answers and Solutions
- Entertainment



Which do you deliver ... or do you deliver both? If you are a writer of fiction—you easily fall into the entertainment category—sometimes with suspense, shock, weird concepts, belly-laughing humor, anything that your amazing imagination brings forth ... a way for your People to drop out and enjoy several hours. If you are a nonfiction author—the answers, solutions and information you provide. You become a master of insight and know-how ... you have the magic wand to relieve the pain that your People are facing. It's a good place to be in whether you write fiction or nonfiction.

Part of the **Author YOU Model** is to know clearly who your People are. When you do, your writing Job and your book Connects and delivers the homerun you are looking for.

Every Successful Author has a Model and Platform ... what's yours?

Your success is not going to come from the good fairy dropping in and sprinkling dust here and there. Oh, you may feel one or two drop in ... but the truth is ... your success will come within the Model you create to develop, create, launch and market your book. Oh, and how you bring in sales.

Every ... every ... successful author needs sales. Writing the book is one thing. Breathing economic life into it is another. Even if you have the means to underwrite it all yourself; you may even say that you don't need any money—you will donate all sales to a favorite charity; you still will have some bills to pay. Think staff, paid-for-hire or outsourcers that will become your marketing arm; think about those who created the book—designers, illustrators, editors and consultants; think about the book manufacturers—the printers physically created it and who put it in your hands; think, think, think. They don't work for free—you need revenue to pay them for what they deliver to you.

Even if your plan was to donate everything and give your books away for free to your People—what happens if your world goes flip-flop? And the People expect the train to keep chugging along? Will you have the means to underwrite it, even in perpetuity? When it comes to creating and building any type of venture ... and here, it is you as the author ... income is desirable. Income means breathing. Sustainability. Whether it's surplus or break-even revenue, it's the money that enables your Vision to grow. Without it, it doesn't.

Your *Author YOU Model* takes all that into effect. You see, by being successful, your circle expands. Visualize—it's inevitable. The People will and do come. With the help of the Author YOU Model, you clearly define and know what your Mission is—who your People are—what your Book is about.



... Don't leave your day job without it.

Terms to Help You As You Enter the Village

People

Your book is for ... *who*? People, but which People? Focus ... the more that you can be specific, the greater your audience can become. When you say anything that looks, sounds or feels like “everyone,” you defocus. Not all the people want or need your book. Identify who does.

Significance and Value Provided

What do your People need? Answers? Problems identified? Solutions? Entertainment? What? You and your Book should be significant to them in delivering what they are seeking.

Outlets

Today’s reader wants books in a variety of forms. What’s yours?

Staying Connected

You initiated communicating with your words ... how are you staying connected? The Internet has a variety of options. What platforms and what else are you using?

Income

Money. Authors want to see cash come in the doors. Where will yours come from? Royalties, special sales, direct sales, up-sales, spinoffs, joint-venture sales, webinars, teleseminars, consulting, speaking ... where?

Key Resources

Books don't happen by themselves. Who's in your village? Printers, designers, illustrators, cartoonists, editors, photographers, researchers, assistants, publishing consultants, coaches, mentors, family, readers, endorsers, publishers ... who else?

Joint Venture Partners

Where Key Resources get the book to the birthing place, Joint Venture Partners (JV) can get it up and running. They have their own People and delight in telling them about you and your book. Who and where are yours?

Outlays

Time, Energy and Money flow ... where will you be spending it; what goods and services do you need; and what time commitment will you personally dedicate? Publishing means getting and staying educated and means moneys will be spent on an ongoing basis. Resources and Joint Venture Partners and their care and feeding are huge. Marketing is critical, and what about You ... what's the cost of your time, energy ... and stress?

Key Activities

Anything that you need to do to create Income, Connection, Outlays, Significance and Value, Marketing, Resources ... anything.

DumpZone

Oh boy ... don't we all think our ideas are fantastic ... and discover that they don't work, they don't fit ... and you seriously wander, "What was I thinking ..." This is the DumpZone, all authors need one to just toss and forget. And as a reminder, don't get detoured again.

Visuals and Activities Say Thousands of Words.

I've written books totally around sticky notes—I routinely use them. Whether they are the official Post-It® or all the knock-offs, it doesn't matter. What I've got in my hands is a palette to start the creation—let the ideas pour forth. Doodles are on some, goofy cartoons pinned or taped on a board to remind me of something (or in some cases keep my spirits up), even a headline or two that catches my fancy. I must admit, my all-time favorite came from one that I spied while waiting at the grocery store. "I gave birth in a snake-infested tree," shouted an interior headline from a *National Enquirer* story. I've never been able to use it until now ... but you never know. It tickled my imagination—I mean, after all, what was she thinking?

Within *Author YOU: Creating and Building the Author and Book Platforms*, you will find plenty of visuals and sticky notes to goose and guide you. Activities are sprinkled throughout—your task is to engage in and complete as you go through. My words and examples will guide you.

Visuals and Activities create your roadmap with exits, detours, warnings and rest stops. And of course, a destination at the end—Your Book.



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The *Author YOU Model* is all about sustainability

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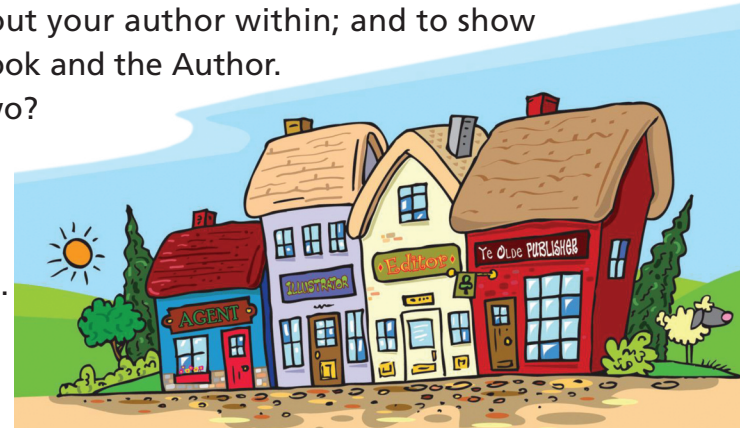
Introduction

“Be awesome! Be a book nut!”
Dr. Seuss

Good for you ... there’s a book in you. Have you set its stage ... its foundation ... its Platform?
How about you? Do you know what your stage ... your foundation ... your Platform is all about?
It will take a Village to build—it doesn’t happen overnight and it doesn’t happen alone.

Every Village starts with just one person. In the case of authorhood ... that person is you. Your Village will grow as you add in the necessary components to each stage of the development of your book. The purpose of **Author YOU** is to probe deeply; to bring out your author within; and to show you how to find and create your Platforms—both the Book and the Author.

You might ask—what is the difference between the two?
A fine line—but a critical one ... a line that will begin to separate as you continue on your authoring journey. Initially, Book and Author Platforms appear to be one—yet they are not. Don’t think of them as inseparable twins. The Author Platform is all about you—your persona, your passion for the art and craft of writing as well as the commitment that you will put into it—your personality



is all over it—and yes, your developing brand. The Book Platform is all about the Book—a distinct personality in its own right with its characters and scenes or the answers that it provides to the non-fiction reader.

Some authors are soloists—writing only one book. Others find that books begin to multiply. Sometimes in a series format; for others, new genres open. Your Author Platform will build on your expanding book empire—more confidence comes your way; your reputation as an expert is enhanced; people will seek you out. The Book Empire builds on the title or series of books. The reputation of the quality of writing and information/expertise spreads. It becomes a coveted resource—whether for providing solutions or offering entertainment. You and your building brand has rooted in.

Each book adds to your success journey—and the author must learn along the way that not all books will do as well as others. Yet each one adds to the fabric of the author, enabling her or him to stretch their Platforms and audiences.

The Village that adds to your Platform stage will be all the players who bring your book to the reader including editors, designers, illustrators, printers, eBook designers and publishing consultants. Your Village will most likely have a variety of them—but you—your Vision, your Passion and your Commitment will be the driving force. You are the Mayor of that Village—the final decision maker.

I promise ... there will be times when you feel out of synch with work, life, family, book, even self. It's the authoring life. It is sometimes so exciting, you can barely contain yourself: you've created a Rock Star chapter. At other times, so lonely, that you would do anything, even to having Wilson the volley ball to talk to as Tom Hanks did in the movie, *Castaway*. The chapter that you wrote, the one that you thought was the cat's meow, turns out to have a tad of sour milk in it with the second read-through.

My goal is to guide you through these stages as you create your Platforms. In authoring and publishing, it can be the development of your brand; the presentation of the cover and layout; the nuance of a phrase;

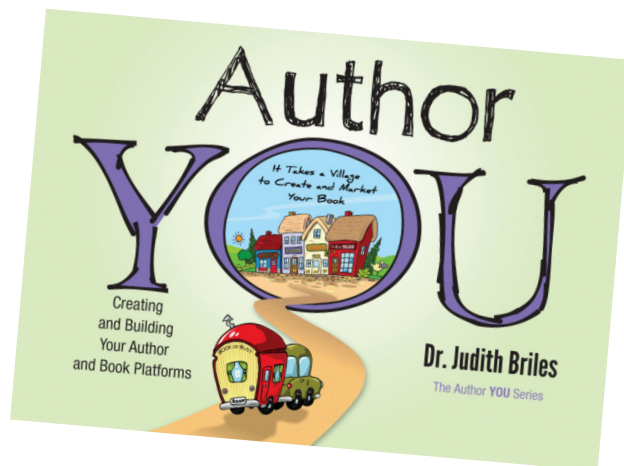
the display of your takeaways and must-know-this to the reader; the unique illustrations; the use of stories—it can be a number of things that IDs you to your reader ... your crowd ... your fans.

Your Platforms will always begin with some type of Statement of Fact—why you wrote this book; why you are the author for it; why you are committed to it and its theme/topic; and what value you bring. You do it with Confidence, Clarity, Competence and Commitment. It looks like this:



The Author and Book Platforms ... you can't be successful in your publishing journey without them. Your Author and Book essence, the core infrastructure to build your success upon.

Order your full copy today and start
creating and building your Author and Book Platforms!



On Amazon:
<http://ow.ly/h2emK>

From our website:
www.TheBookShepherd.com

