

AUTHOR PLATFORM, BRANDING, AND MONETIZATION

**HOW EXPERT AUTHORS
CREATE A PROFITABLE AND
SUSTAINABLE BUSINESS**

TODAY'S AGENDA

1. What is an “Author Platform?”
2. Why is everyone talking about “Branding?”
3. Is there a pathway to making this pay?

YOUR PRESENTER

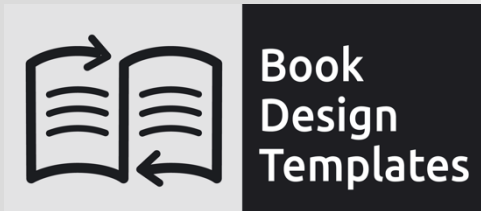
Direct response
Book publishing
Blogging
E-commerce
Writer/Columnist
Self-published in
1986
Loves to cook and
bake!



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ACTIONS BUILD YOUR PLATFORM

- Publishing
- Speaking
- Writing
- Helping
- Networking
- Finding ways to **amplify your voice**

PLATFORM ASSETS 1/3

- **Social Media**

Great for [connections and conversation](#), but weak for conversion

- **Blog or Website**

Great for [content marketing](#) as the “hub” of your online marketing efforts and for getting market intelligence directly from readers

- **Email List**

Great for [one-to-one communication](#), for encouraging action, and for sales or compelling people to act

PLATFORM ASSETS 2/3

7

- **Associations**

Give you [credibility within your field](#), marketing partners

- **Subscribers**

For a newsletter you publish or write for, if you have access to them

- **Readers**

Your [previous books in the same category](#), genre, or niche

- **Your Own Expertise**

Basis of your authority

PLATFORM ASSETS 3/3

- **Colleagues and Partners**

Peers who [you market with](#), like authors in your niche

- **Your Own Personality**

Determine the [kinds of channels](#) over which you communicate

- **Budgets**

Influential when it comes to [design, advertising, marketing help](#), and more

ACTIONS BUILD YOUR PLATFORM

Qualities you establish when you build your author platform, and which may be embodied in your **brand**, will have an effect on how you **monetize** your assets.

ACTIONS BUILD YOUR PLATFORM

Understanding that you are the **aggregator of a market** (“building a community”), and that market will thank you for continuing to satisfy its needs.

ACTIONS BUILD YOUR PLATFORM

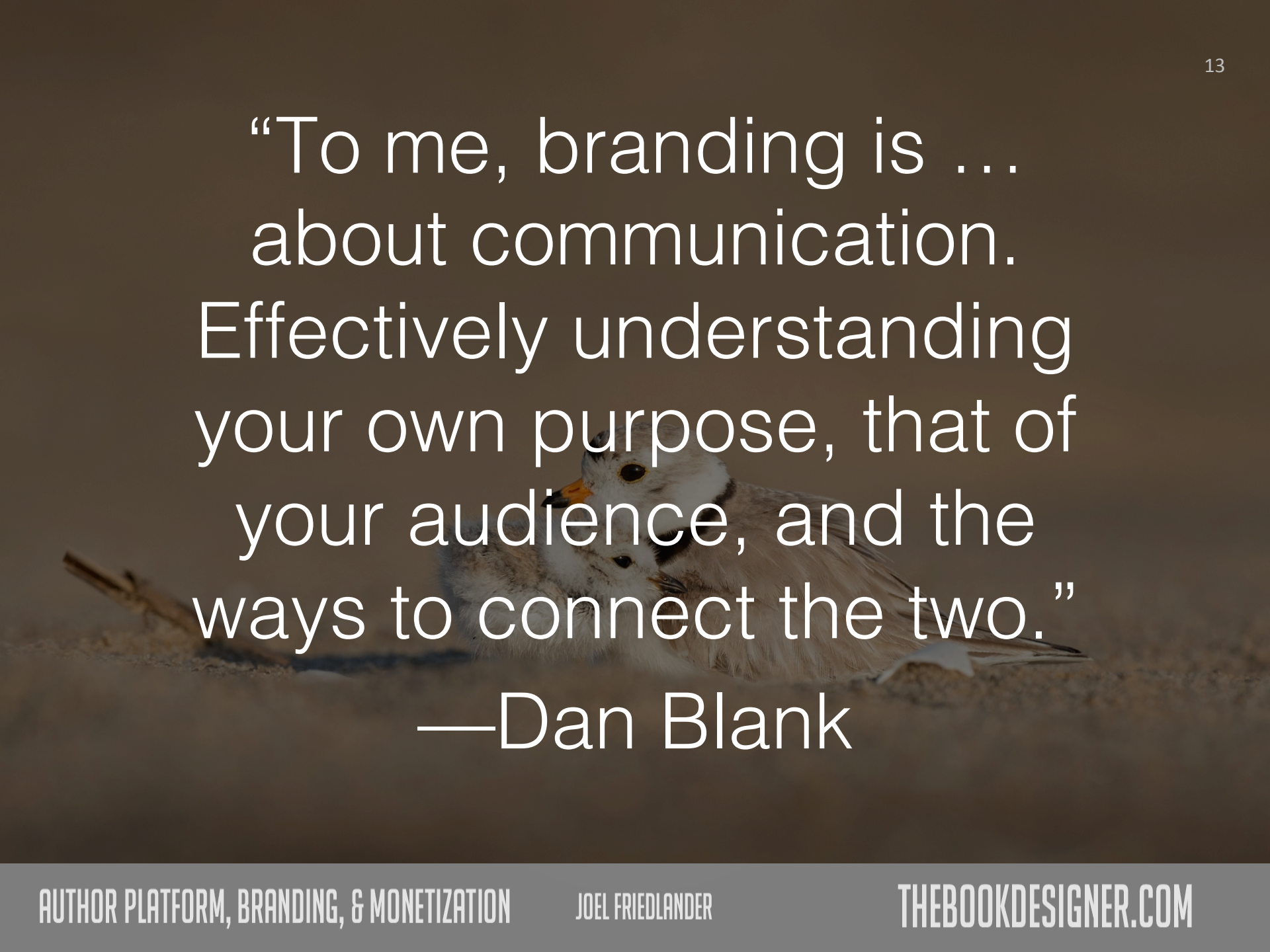
Author Platform

Your ability to move people to act

Brand

Everything that goes into your presentation and “packaging”

WHAT'S YOUR REACH?



“To me, branding is ...
about communication.
Effectively understanding
your own purpose, that of
your audience, and the
ways to connect the two.”

—Dan Blank

BRANDING IS ABOUT

- **Congruence**

Whatever you put out will be seen from the POV of your brand, consistency pays

- **Discoverability**

Your branding helps identify your books, products, and services

- **Establishing Your Persona**

What you present to the world will create your public persona

BRANDING IS ABOUT

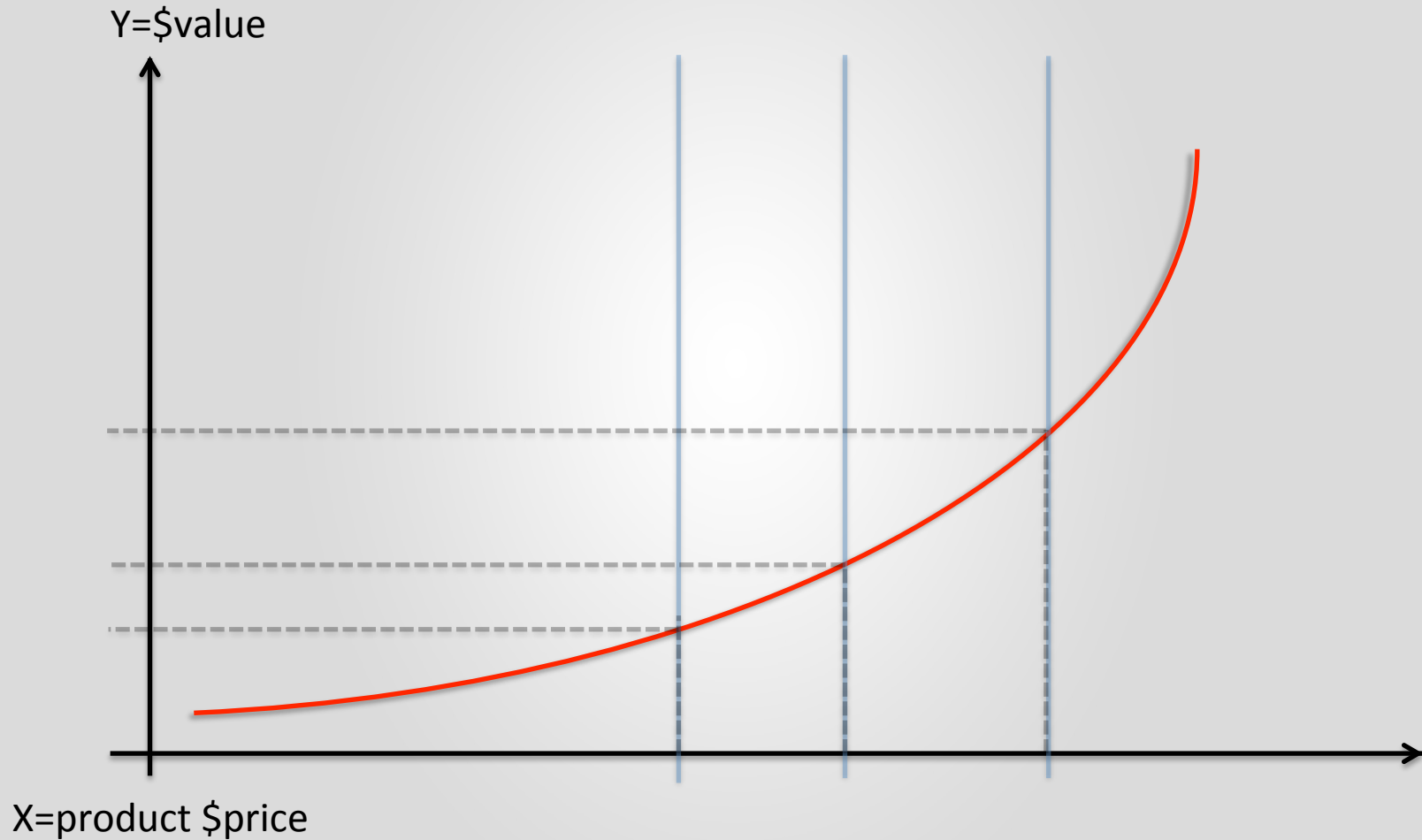
- Branding is incredibly **persistent**
- Branding is often **stronger than facts**
- **Incongruence** harms your brand

WHAT'S YOUR BRAND?

MONETIZATION


- Book sales, (especially for novelists) but ...
- Consulting / Coaching
- Training courses and events
- “Packaging and Purpose”
- Email list building
- Workshops and live events
- Building an online asset →

MOVING THE FREE LINE



MOVING THE FREE LINE

What this chart is meant to show is that the **more valuable the stuff you give away for free**, the **more you can charge** for a product.



“If there’s one thing all professional platform-builders agree on, it’s the importance of building your list.”

—Michael Hyatt

MONETIZATION

Top 10 Myths, Lies and Misinformation about Copyright

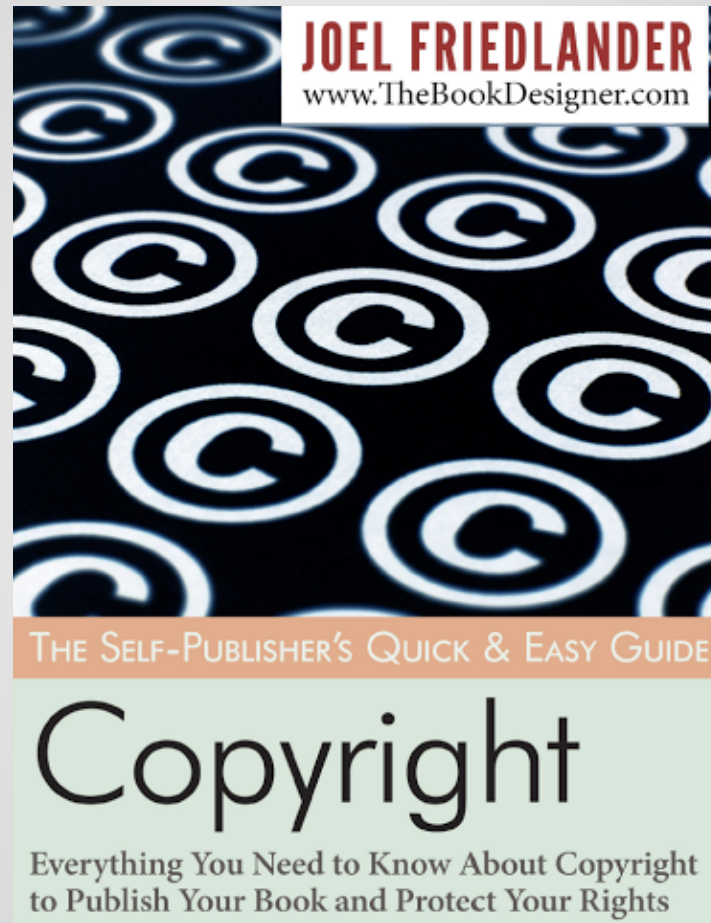


BY JOEL FRIEDLANDER ON FEBRUARY 10, 2010 — 14 COMMENTS

I used to run into this kind of call a lot, years ago when I had my own little publishing company. An author would be on the phone talking about his book and why I should publish it. "And you don't have to worry about the copyright either," he'd say with confidence. "I mailed myself a copy and I've got it locked up in a safe!"

This myth was so old it seemed to have the weight of tradition on its side. No amount of talking would convince him the package in his safe was worthless as copyright protection, and that he had copyright in his work from the time he wrote it.

MONETIZATION



MONETIZATION



MONETIZATION

Joel Friedlander's
SELF-PUBLISHING ROADMAP

[Home](#) [Profile](#) [Bonuses](#) [1: Foundations](#) [2: Edit](#) [3: Produce](#) [4: Distribute](#) [5: Market](#) [6: Design](#) [Logout](#)

Back To 3: Producing

Module 3: Start Here

Print and eBook Strategies


- Offset Printing
- Digital Printing and POD
- eBooks
- Production Strategies

Page Layout Options

Dealing With Graphics

- Dealing With Graphics 2

3: PRODUCING
Module 3: Start Here



“Imagine how powerful it is to have a list of 10,000 people and to send an email saying ‘My book is available now, click here to buy.’ This is the basis of all amazon bestseller campaigns.”

—Joanna Penn

PLATFORM EFFECTS

Editorial Reviews

Review

"An essential reference to the best publishing resources for every self published author. Highly recommended!"

--**Mark Coker, Smashwords founder**

"Independent authors need a team to help create a fantastic finished product, and finding the right people can be difficult. This guide provides a list of professionals to edit, publish and market their work--helping them to stand out in the crowded marketplace."

--**Joanna Penn, The Creative Penn**

"Time is money. You'll save a lot of both by referring to this easy-to-use resource. I'll be promoting this valuable resource to my readers."

--**Joan Stewart, The Publicity Hound**

"Wish this guide existed when I started self-publishing. It outlines the process beautifully, directs you where to go for help, and is a great resource for anyone looking to publish their work."

--**Jason Matthews, How to Make, Market and Sell Ebooks**

"Most authors are excited about the promise of self-publishing--until they actually try to do it. Then they quickly realize they don't have the connections. That's where The Self-Publisher's Guide comes in. It provides authors to capitalize on the self-publishing revolution and become captains of their own literary destiny. I highly recommend it to all authors."

--**Michael Hyatt, New York Times Bestselling Author**

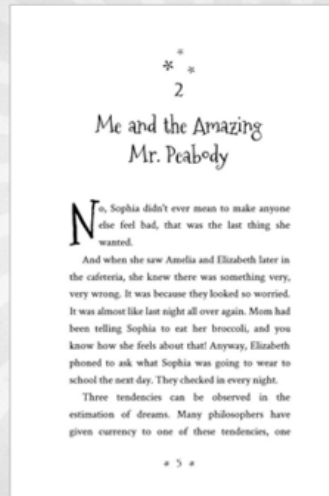
PLATFORM EFFECTS



WHAT ELSE CAN YOU DO WITH A PLATFORM?

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BY JOEL FRIEDLANDER, THEBOOKDESIGNER.COM

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Affection (Children's)

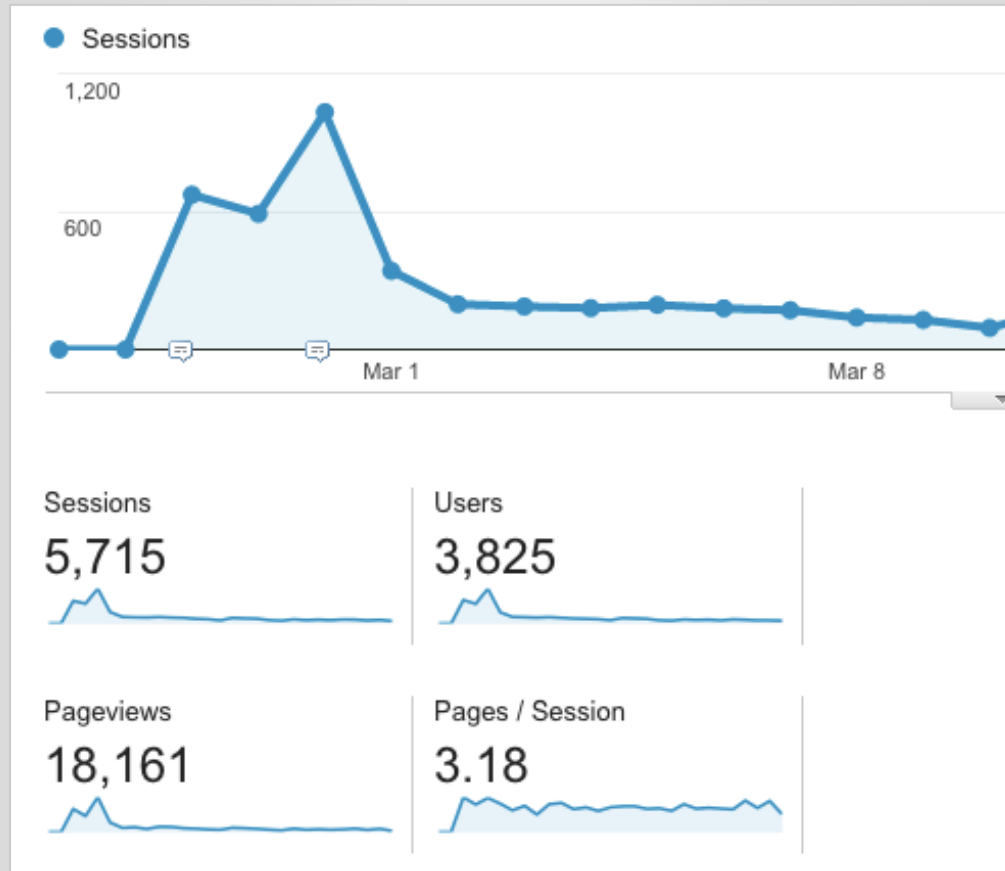
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WHAT ELSE CAN YOU DO WITH A PLATFORM?



WHAT ELSE CAN YOU DO WITH A PLATFORM?



Internet Alchemy, Inc. has sent you
\$2,555.20 USD

NOTE FROM Internet Alchemy, Inc.:

“

This total is your Jeff Walker
Commission For Sep 2017 for your
Affiliate Account r20010

”

WHAT ELSE CAN YOU DO WITH A PLATFORM?

1. **An Introduction to Pizza**

History and general context for the study of pizza baking

2. **Tools and Equipment**

Essential tools and shopping suggestions to stock your kitchen for pizza baking

3. **Mysteries of Yeast**

How to deal with this intrinsic ingredient for taste and texture

4. **A Simple Pizza Dough**

Making your first batch of pizza dough, step by step directions

5. **Going Beyond the Basic Dough Recipe**

Instructions for pizza dough recipes borrowing from many cultures

6. **The Wonderful Word of Toppings**

How to plan, prepare, and use topping ingredients

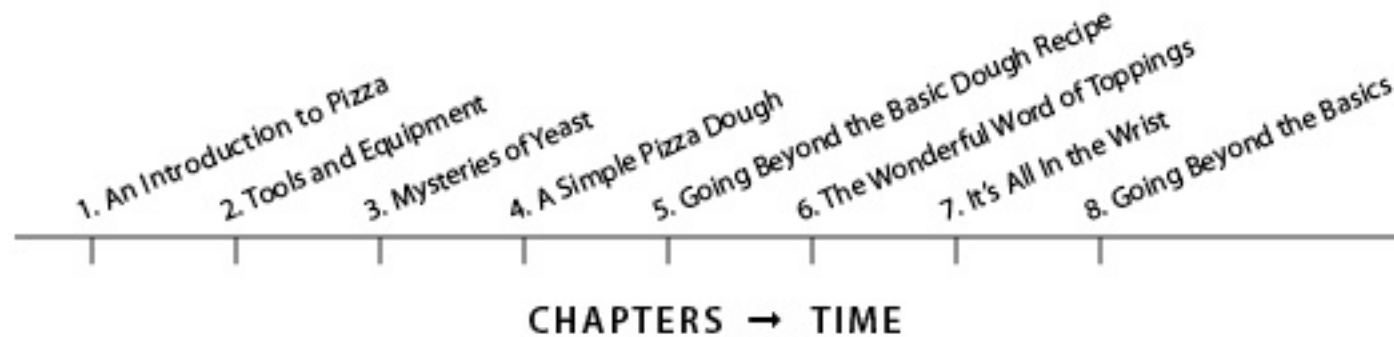
7. **It's All In the Wrist**

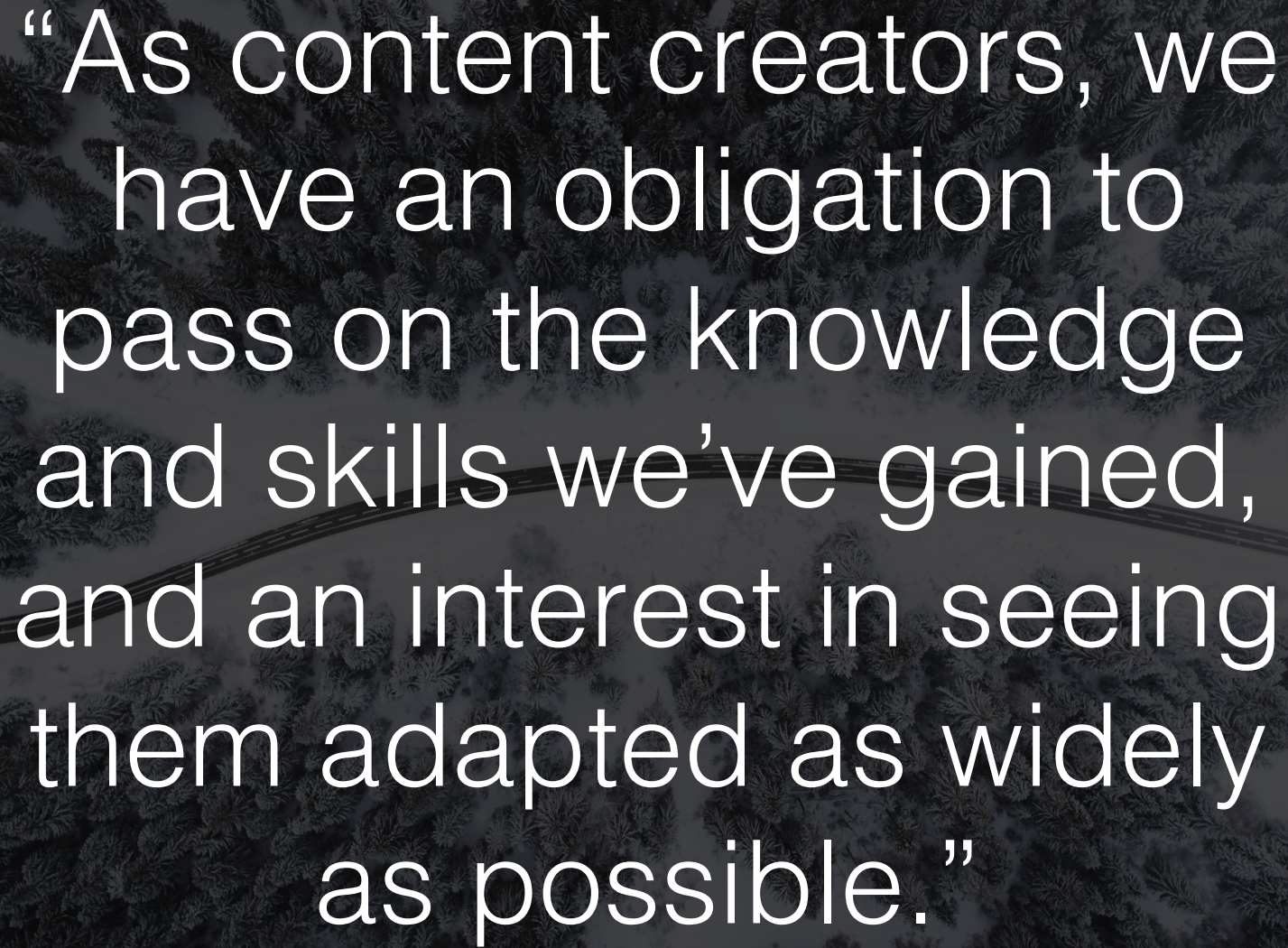
Specific skills you'll need to learn to be successful

8. **Going Beyond the Basics**

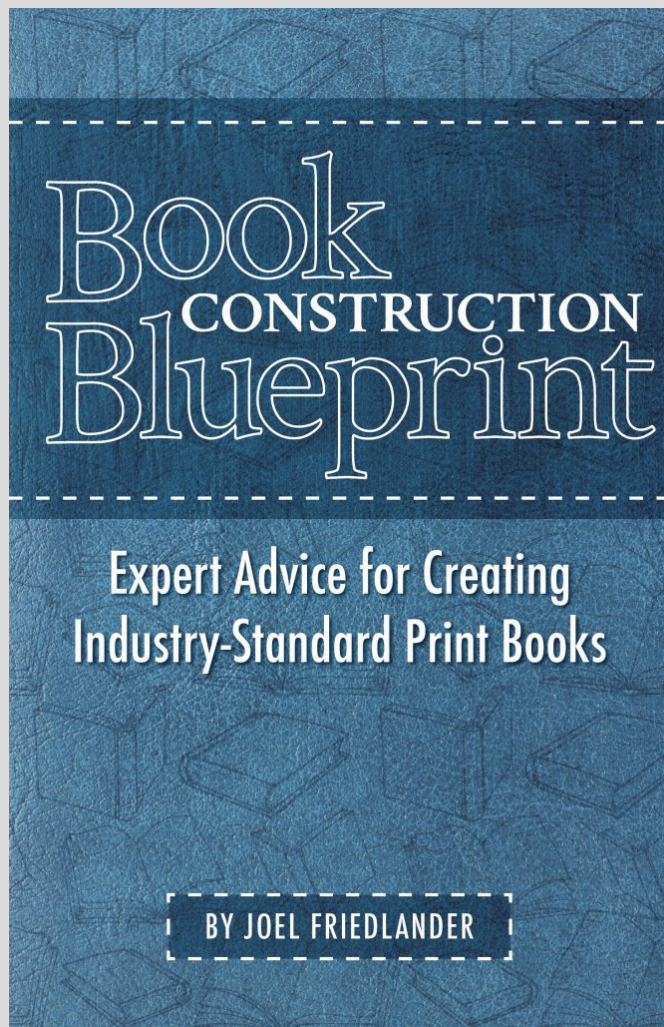
Specialty pizzas, flatbreads, and other ways to use your new skills

WHAT ELSE CAN YOU DO WITH A PLATFORM?



An aerial photograph of a dense evergreen forest. A winding road or path is visible, cutting through the trees. The image is in grayscale and serves as the background for the text.

“As content creators, we have an obligation to pass on the knowledge and skills we’ve gained, and an interest in seeing them adapted as widely as possible.”



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