

Author platform

The term author platform is popping up all over the place, but what exactly is an author platform? Essentially, your platform is based on your expertise--a specific nonfiction topic about which you write or your genre and unique voice/style as a fiction author. Having a strong author platform is becoming increasingly important in marketing your books or even landing a deal with a major publisher.

Here are my 15 favorite ways to develop your author platform:

- Get credentials related to your specialty or genre
- Join and participate in professional (writing) associations
- Create a website that demonstrates your expertise
- Publish a blog
- Publish a podcast
- Write and publish articles (online or in print publications)
- Publish an ezine or be in an ezine.
- Volunteer or do perform pro bono work
- Serve on committees and panels
- Teach — online and off
- Get quoted in magazines and newspapers
- Participate in social networks
- Give speeches
- Get on radio and TV
- Create a PR campaign — both online and off -- to further expand your platform
- Write what your platform supports. (You can have multiple platforms).