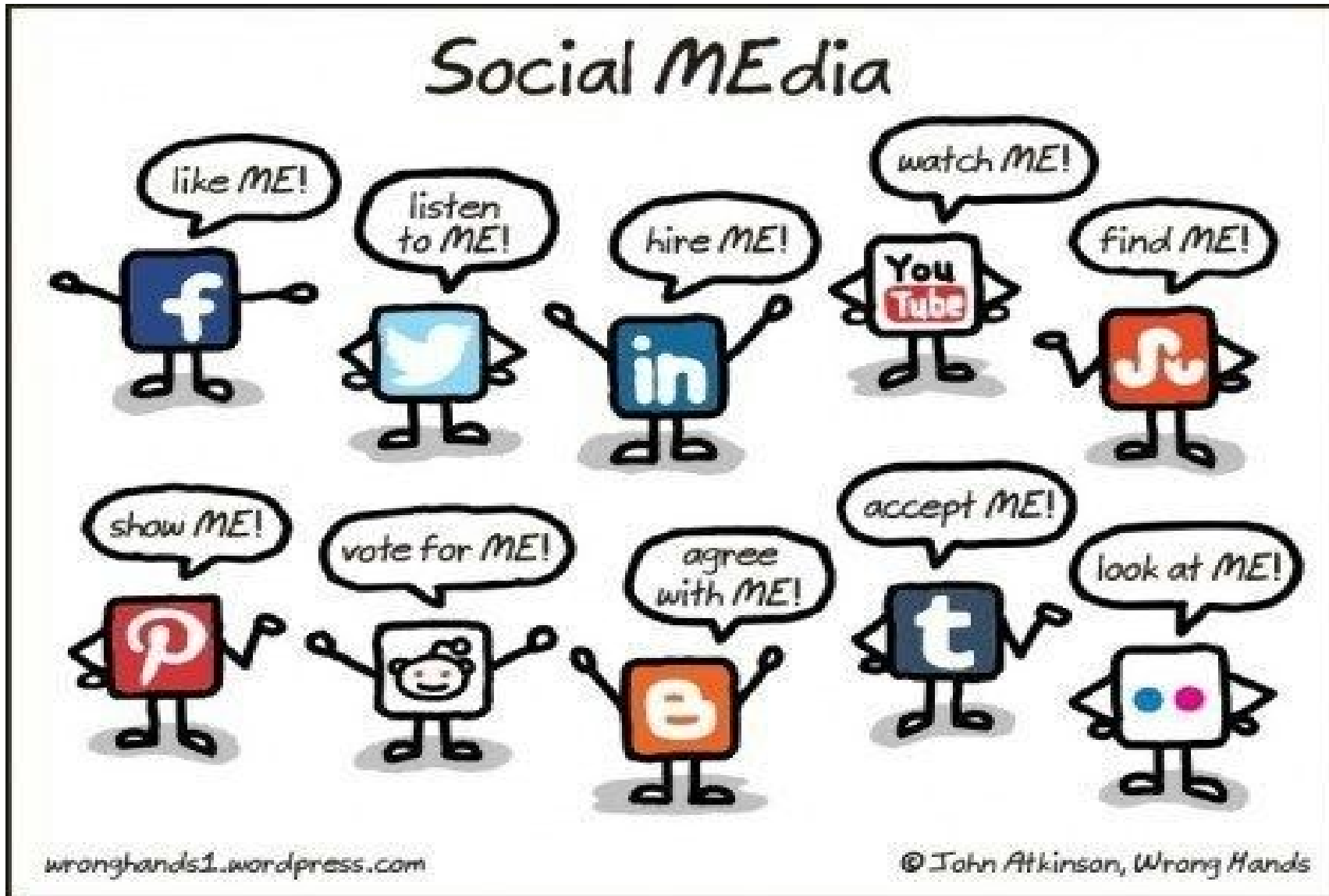


Are You on Social Media?



Who is on:

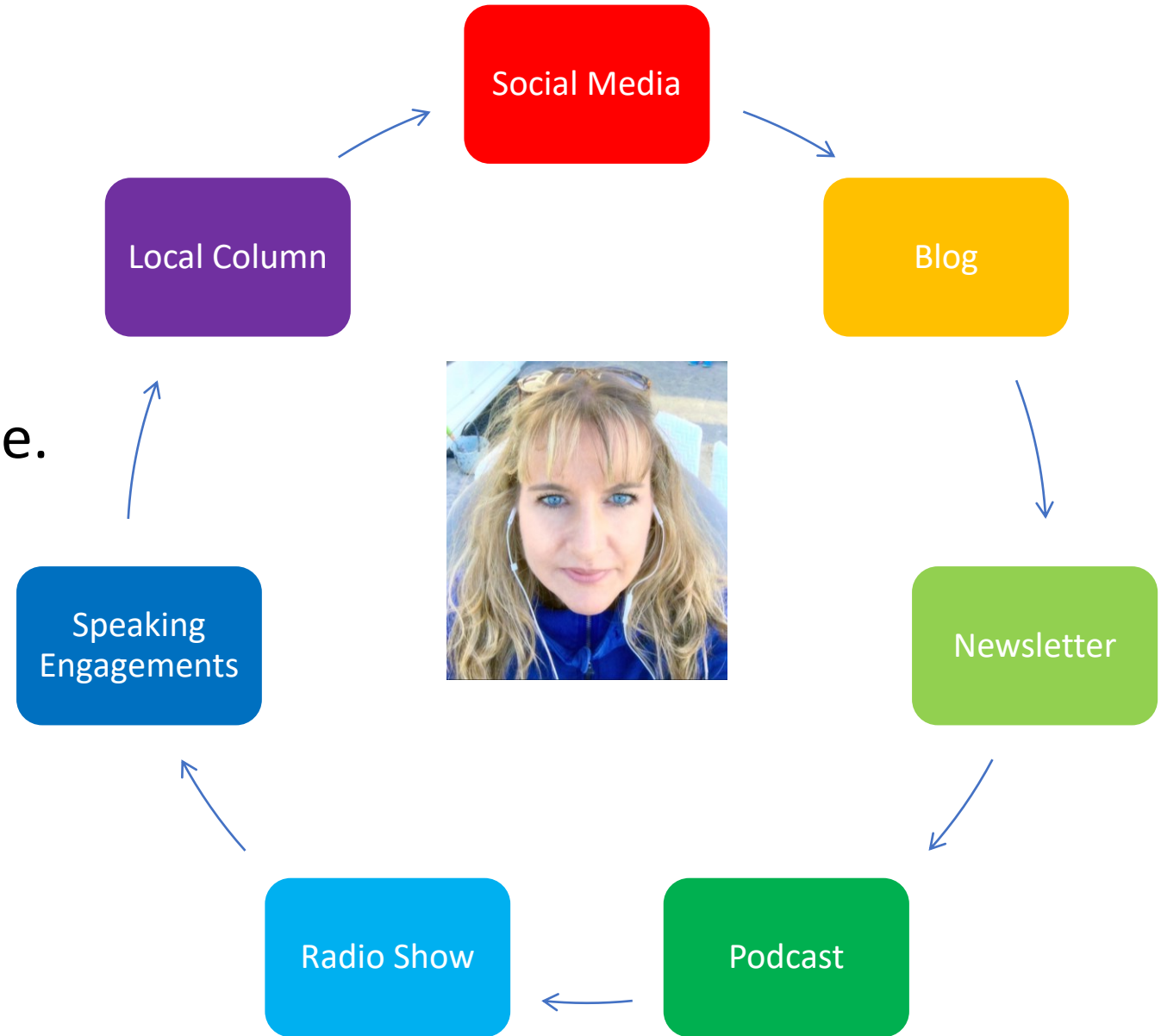
- ☐ Facebook
- ☐ Twitter
- ☐ LinkedIn
- ☐ YouTube
- ☐ Pinterest
- ☐ Instagram
- ☐ Snap Chat

Do you have a:

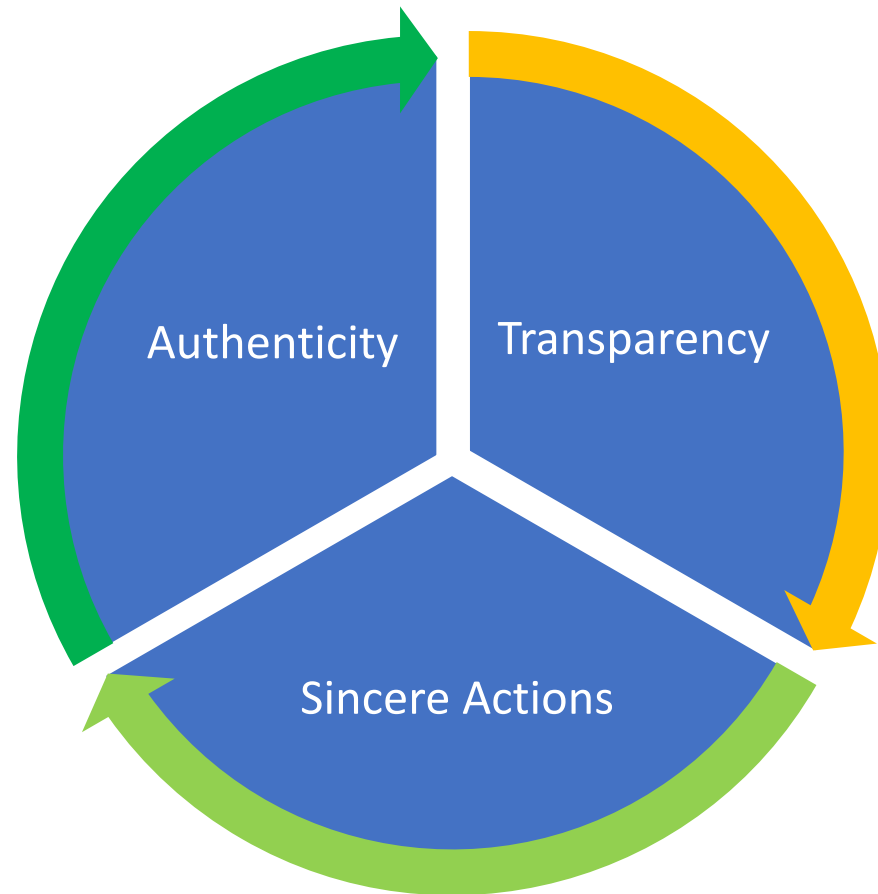
- ☐ Website
- ☐ Blog

Author Platform is:

- An established media forum through which an author connects to his or her audience.



Elements that People Want



Facebook vs. Twitter

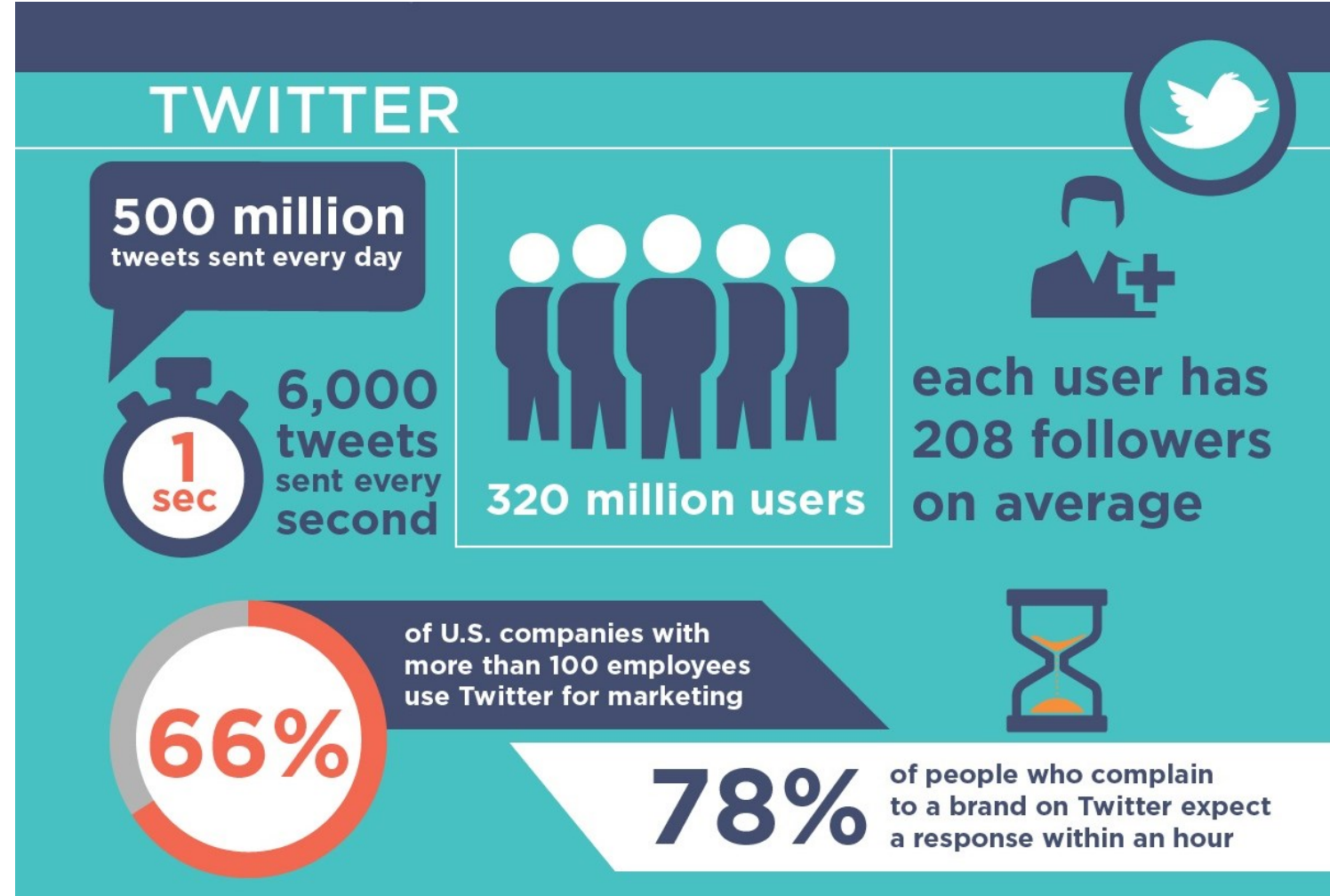
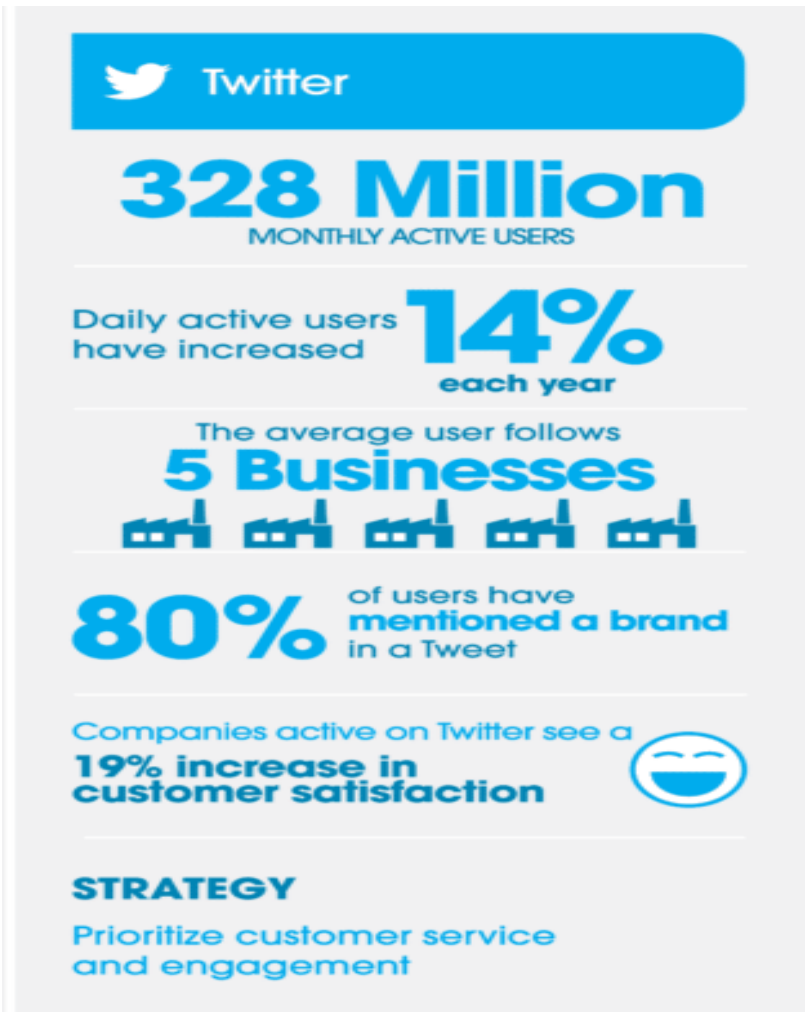


Facebook is like a picnic



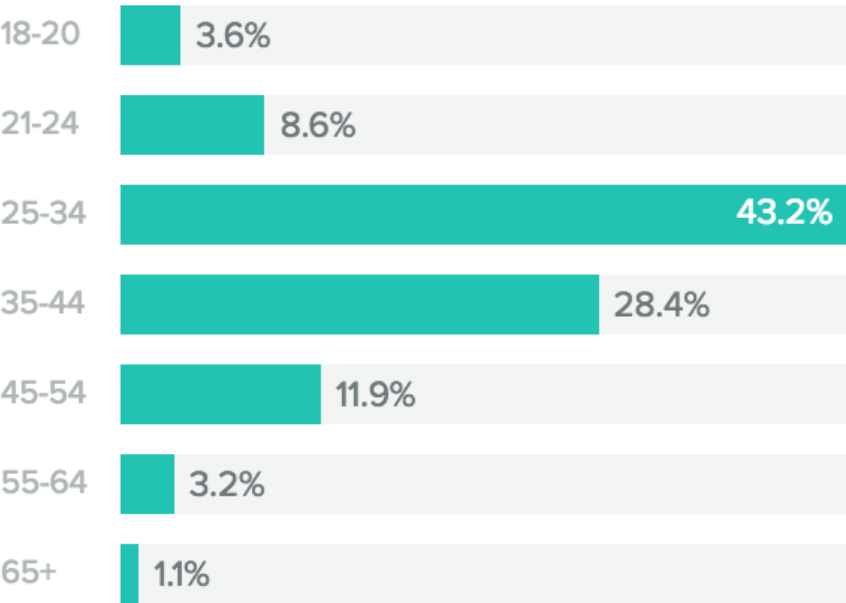
Twitter is like a cocktail party

Why Focus on Twitter?

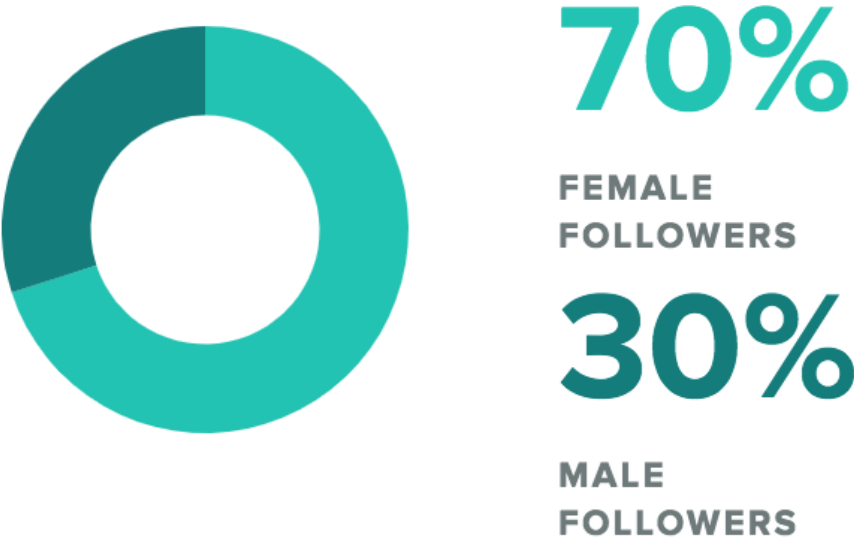


Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Women and people between the ages of **25-34** appear to be the leading force among your followers.

Insider Tip:

- Search on Twitter look up an author that is similar to your books.
- Click on their account you will see FOLLOWERS.
- Click on it and it will show you who is following this account.
- Follow these people and hope they follow you back.
- These are readers of your genre and those interested in that author.
- Follow 20 or 30 new people every day, not just from one account.
- Focus on a few authors and then expand to others.

Use the 2:1:1 Rule

- Share two parts content that your readers want (other authors books, science facts, weather facts based on your genre and content of your book.)
- 1: Soft Sell – Share content (i.e., your blog, your podcast appearance) that shows your expertise but is not a sales pitch. You can have a link to your book on the blog, but they will click on the content to learn something.
- 1: Hard Sell – buy my book, share an image and link to your website, or Amazon where they can buy your book.
- Share and like others content, thank people for following and sharing your content.

5 Authors Similar to Your Book

- 1.
- 2.
- 3.
- 4.
- 5.



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Trending in United States
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36.4K Tweets

Fun
Arrr you embracing your inner pirate today?



What Should You Post?

Do

- Post content your readers want to read about.
- Share occasional reviews, quote cards, and information about your books.
- Share what you're working on now.
- Create contests and incentives for readers to find your books.

Don't

- Repeat please buy your book.
- Political or religious posts, or anything that may alienate your readers.
- Offensive material.
- Be aware of what your audience likes using the insights, rinse and repeat.

List 5 Topics You Cover in Your Book

- 1.
- 2.
- 3.
- 4.
- 5.



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