

Day 6: Author Platform

Ideal Author Platform

- _____ with information about you and your books, plus a place to sign up for your _____
- Specific landing pages for each book, where readers can get a _____ in exchange for joining your mailing list
- Keeping in touch, telling them if similar books go on free promotions, building a community
- _____ for your favorite book, for when you inevitably talk about it and someone is interested (keep a few in your wallet so you always have them)

Good Author Platform

- Facebook _____ that people can “like,” so you can keep in touch with them about your book(s)
- Realize that most people who have “liked” your page won’t see most of your posts unless you run an ad, but at least this gives you a place to gather your fans

Minimal Author Platform

- Profile on [BookBub](#) (also needed so you can run BookBub Ads)
- Profile on [Amazon Author Central](#)

What To Include

- At least one _____, on-brand for the books you're selling (ex. if you've written a business book, wear a suit; if you've written a quirky book, be a little quirky)
- Author _____
- For Author Central, you'll claim each of your books and then upload your _____ for them from the "Books" page

Remember, you can get all the recordings from the live challenge, so you can keep them forever and launch as many books as you want! [Click here to learn more.](#)