PUT YOUR AUTHOR PLATFORM ON CRUISE CONTROL

10 things you can do today to make your author platform bring more readers to you.

...while you get back to writing.

SOCIAL MEDIA

1. Be on every social media platform, even if you don't use it. You need to be found.
2. Every account needs a pinned post and/or its profile set up to tell readers where you're most active so they can find you there.

EMAIL

3. Change your email signup forms and buttons so they don't say 'newsletter.' Readers want email from favorite authors, not newsletters.
4. Add a reminder to your calendar to send your emails every Tuesday at 10am. Write them and schedule them 1-2 days before.
5. Don't know what to write? Keep a note on your phone or computer to save links you see that your fans would find interesting.
6. Come up with 4 great, evergreen emails you can send as a welcome series to all your new subscribers. Setup an automation that sends these one week apart so they get to know you before they get your regular emails.

WEBSITE

7. Turn off your slider. Your site should look good, but not distract. Have just one powerful image to tell readers what you're about.
8. Use canva.com to create an image that shows your books or that clearly illustrates your genre. Add some text or a call to action (CTA).
9. People naturally click on images, so make sure your header image goes where you want them to go. You can even put a link to your email list signup form, just mention it on the image text.
10. If you blog, make your most important post pinned post, so it's at the top. Blogs are usually sorted by date, so just change the publication dates to reorder them.

Visit IndestructibleAuthor.com/YourAuthorPlatform for more