Session 5: Advanced Platform Development

ADVANCED JOURNAL DESIGN

with CBPN Elise THE BOOK NINJA
What to Expect in Session 5

- Why a platform is the fastest and most permanent route to journal publishing profits!
- What is the difference between a platform and a brand?
- How to make the greatest impact from the least effort and investment…
- Maximize your cover, Intro, blurb copy…
- And more!
Platform Building Benefits

Fastest Profit Growth

• Choose a coherent message that pays off.
• A book series from that coherent message has exponential reach.
• Marketing a coherent message is easier and has a much greater impact.
Create a Journal


1. Awesome idea!
2. Design a beautiful journal.
3. Market your journal… social media, Facebook groups, bookstores, etc. etc. etc.
4. Sell a few journals… or maybe quite a few!
Platform Building Overview

The long-lasting strategy that leads to more profits:

1. Awesome idea plus coherent messaging plus multiple Journals and associated products...
2. Design a Journal Template!
3. Market your PLATFORM… social media, Facebook groups, bookstores, etc. etc. etc.
The long-lasting strategy that leads to more profits:

4. Sell a BUNCH of journals → The SKY is the only LIMIT!
5. Build in a long-lasting sales funnel
6. Lather. Rinse. Repeat with a future journal series, products and even branch out into other niches/genres.

The options are limitless!
Platform or Brand?

A brand is...

• The recognizable, stylized, and repeated “look” of your business and products.

• A series title, a business name or your own name…
A platform is...

• The cohesive strategy that sets up your brand “presence” in the world.
• Focused on your target audience.
• Positions you in your chosen market.
• Fuels itself with the least amount of effort (think: momentum).
“Least Effort” Elements

Create from scratch vs. Lather. Rinse. Repeat.

• Brand
• Blog/Website
• Social Media platforms
• Cohesive book marketing elements (book blurb, back cover, author bio, etc.)
“MOST effort” Elements

Create from scratch…

• Brand(s)
• Blog(s)/Website(s)
• Social Media platforms (multiple brand/blog biz pages)
• Multiple “from scratch” book marketing elements (book blurb, back cover, author bio, etc.)
“Least effort” Elements

Create from scratch vs. Lather. Rinse. Repeat.

• One brand
• One blog/website and connect list!
• One set of Social Media platforms (including biz pages)
• Cohesive journal series marketing elements (book blurb, back cover, author bio, etc.)
Choose a brand:

• The best place to start is with a solid brand.
• Still wondering???
  – Choose a temporary brand/message.
  – Use your first book project as a starter brand.
  – Choose yourself as the brand.
Get your BRAND website up!

• Easiest is Wordpress (Self-hosted! *Not* Wordpress.com!)
  – If you aren’t sure, hire a pro.
  – Begin blogging about your favorite topics or…
  – Blog using the topic in your first journal project(s).
Lather. Rinse. Repeat. Steps 1, 2, 3.


- Blog articles anywhere from 500-750 words (or more), once per week.
- Use keywords, key categories, key phrases…
- Link to your Amazon.com journal/mash-up/coloring book in the sidebar of your home page.
Lather. Rinse. Repeat. Steps 1, 2, 3…


• Think outside the box
  – Writing prompts
  – Quotes
  – Jokes
  – Silly Cartoons
  – Videos

- Set up a SIMPLE opt in at the TOP of your sidebar
- Mix in blog articles about YOU, not just your Books/Journals every other week
  - Your progress on your next journal project
  - “Appearances” at local book stores etc.
Lather. Rinse. Repeat. Step 5

5. Put in place ALL copy-maximized marketing elements for your journal(s)/book(s)… at least…

• Book blurb
• Back cover
• Author bio

TheBookNinja.com/Shrink-The-Gap-Replay
Lather. Rinse. Repeat. Step 6


• Blog quotes/snippets…
• Book quotes/sneak peaks…
• Keywords and keyphrases…
• Pictures with all of the above about 30% of the time.
6. Continued… Social Media optimization

• Connect your Facebook profile OR page to Twitter
  – Facebook.com/Twitter

• Use phrases from your author bio on ALL Social Media platforms descriptions… (cohesive message marketing!)

• Post links INFREQUENTLY, but make your BLOG easy to find in all “about” sections on all platforms!
6. Continued… Tools

- Buffer.app
- Hootsuite.com
Lather. Rinse. Repeat. Step 7

7. Advanced Platform Strategy

• Plan to launch each book/journal in your series individually with proper fanfare, blogs, social media posts, maybe a contest or two.

• Don’t forget the PERSONAL… they want to know the face behind the brand!
Lather. Rinse. Repeat. Step 7 cont.

7. Advanced Platform Strategy Part II

• ASK your audience/readers fun questions…
  – What’s your favorite color and why?
  – Who would you love to hang out with, color with, write with?
  – If you could have ANY dog grooming journal in the world what would you include in it?
7. Advanced Platform Strategy Part III

- Document every step along your way, starting NOW!
  - Behind the scenes of a “start up” journal publisher.
  - Think of the questions YOU have of others publishing now.
  - Readers/buyers want to feel a part of the creative process.
  - Post it ALL to Facebook, Twitter and (as always) your blog.
7. Advanced Platform Strategy Part IV

• Don’t. Stop. For. Six. Months.

This is the key. You cannot evaluate a Lather. Rinse. Repeat. System for long-lasting profit and platform growth until you’ve been consistent with ALL SEVEN STEPS for at least 6 months!
Session 5 Homework

• Pick a BRAND… (out of thin air if you need to!)
• Set up your website. (Even the most elementary site, when creators post regularly, will have phenomenal, long-lasting results!)
• Build your list of key words/key phrases.
• Start writing, posting, sharing… building your platform.