

AUTHOR of CHANGE

Transformational Coaching Program

Module 2—*Author of Change in the World*—Webinar #3

- **Why Authors of Change Need Communities**
- **Be the Message and the Messenger**

With Nina Amir

The Inspiration to Creation Coach



It's Time to Share Your Message

- You've done the personal work.
- You've honed your message.
- It's time to attract people to your cause, mission or movement.
 - Start working on platform building.
 - Share your message in numerous ways.



Authors of Change Need Communities

- Create a community while you write your book or book proposal—not afterward.
- Community helps you:
 - Build author platform.
 - Reach your audience.
 - Clarify your idea.
 - Test market your idea.
 - Ensure you and your book succeed.



When to Start Building Platform

- **Seth Godin:** Start building it three years before you publish your book.
 - **Nina Amir:** Start building it as soon as you decide to write a book.
 - Platforms take time to build.
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What is Author Platform?

- Community = Platform
- A foundation of potential readers in your target market.
- Visibility + Reach + Authority + Influence = Platform
- Your potential to sell books.
- Your ability to make an impact.
- A tool to fulfill your purpose.



You NEED—and WANT—Platform

- The larger your platform, the greater your ability to author change.
- The more engaged your community, the higher likelihood you fulfill your purpose (mission)—and author change.



Your Platform is Built Upon...

- Who you are
 - You are your brand and message.
- Your connections
- Your media outlets
 - Social media
 - Print media
 - Broadcast media



Platform Building = Community Building

- The members of your community:
 - Help promote your book
 - Buy your books (products and services)
 - Spread your message
 - Adopt your proposed change
 - Become advocates for your change
 - Provide anecdotes, stories, and more.



Platform and Publishing Success

- Traditional publishing:
 - For nonfiction writers, platform is a must.
 - Fiction writers benefit from a platform.
 - Community makes you an attractive publishing partner and a savvy publishing pro.



Platform and Indie Publishing Success

- Self-published authors achieve greater success with a platform.
- You have a greater ability to compete with traditionally published books.
 - Sell books; get read; author change.
 - Think like an agent or publisher.



Engage Your Audience

- Create a reason for potential readers to:
 - get involved with you
 - return to your site
 - Re-share your content.
- Develop 2-way communication.
- Start a conversation with your audience.



Share Your Message to Build Community

- Use your pitch.
- Speak.
- Write articles.
- Start blogging.
- Use social media sites.
- Podcast.
- Create videos.



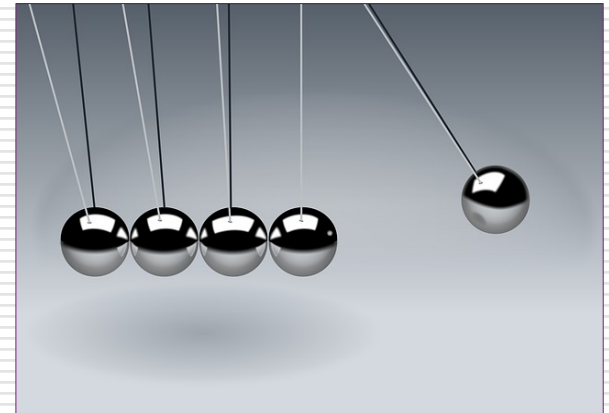
Content is King

- The best way to influence your audience is by providing valuable content...
 - Written
 - Audio
 - Video
 - Multi-media



What is Content Marketing?

- **IDC:** Content marketing is **any marketing technique whereby media and published information (content) is used to influence buyer behavior and stimulate action** leading to commercial relationships. Optimally executed content marketing **delivers useful, relevant information assets that buyers consider a beneficial service** rather than an interruption or a “pitch.”



What is Content Marketing?

- **Content Marketing Institute:** Content marketing is a marketing technique of **creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience—with the objective of driving profitable customer action.**



Convincing Content Marketing Data

- 29% of leading marketers systematically **reuse and repurpose content**. (Curata)
- Top three things that make **content effective**: Audience **Relevance** (58%); Engaging and Compelling **Storytelling** (57%); Triggers a **Response/Action** (54%)(LinkedIn Technology Marketing Community)
- Type of content used in the past 12 months to make B2B purchasing decisions: **White Papers** (82%); **Webinars** (78%); **Case Studies** (73%); **eBooks** (67%); **Blog Posts** (66%); **Infographics** (66%); Third-party/Analyst **reports** (62%); **Video/Motion graphics** (47%); **Interactive presentations** (36%). (DemandGen Report – 2016 Content Preferences Survey)

Typical Content Marketing Challenges

- Producing Engaging Content (60%)
- Measuring Content Effectiveness (57%)
- Producing Content Consistently (57%)
- Measuring the ROI of Content Marketing Program (52%)
- Lack of Budget (35%).
- Lack of Time/Bandwidth to Create Content (51%)
- Producing Enough Content Variety/Volume (50%)

How to Engage Others

- Focus only a small percentage of your social networking on yourself.
- Share your message in ways that interest your reader.
 - Tune into WIIFM
- Solve Problems.
- Answer questions.
- Ask questions.



More Engagement Tips

- Share (curate) other people's content.
- Employ surveys and polls.
- Respond to your fans and followers.
- Be a good community member.
- Use humor.
- Comment and "like."
- Share images and memes.



Tie Community Building to Purpose

- If you are reluctant to build author platform, remember:
 - Building community helps you reach readers.
 - No person, situation, or thing can change unless you share your message.
 - Platform helps you fulfill your purpose.



Be the Messenger and the Message

- Don't just talk about the walk.
- Walk your talk.
 - Teach people how to think.
 - Challenge people.
 - Role model the change you want to see in the world.



Teach People How to Think

- Demonstrate through action.
- Provide impactful information.
- Be controversial.
- Be thoughtful.
- Provide examples.
- Tell stories.



Challenge People

- Call them on their old ways of being.
- Focus them on what they want...and can have.
- Raise their aspirations for something bigger and better.
 - Demonstrate the difference between where they are and where they want to be.



Role Model the Way

- Step into the change you want to create.
- Admit your faults and struggles.
- Share stories of overcoming challenges
- Be authentic.
- Be transparent.
- Share...a lot and often.



Community Building Opportunities

- Facebook and LinkedIn Groups
- Live events (online and off)
- Blogs
- Forums and communities
- Meetups
- Membership sites
- Twitter Chats



Create a Social Networking Strategy

- Active Daily Participant
- Hands Off Delegator
- PBS Approach
- Frequent Marketer
- Combination of the above
 - What percentage of your time are you willing to devote?



Balance Writing and Community Building

- 47% of respondents in a survey spent 5 to 15 hours per week on book and author promotion.
- There will be times when you promote; times when you go into seclusion to write.
- Enjoy promotion and marketing.
- Make steady progress toward building community.



Create a Platform Plan

- What activities feel “on purpose” for you?
- What activities feel most comfortable to you?
- What are you already doing—and can do more of?
- What skills are you willing to learn?
- What tasks will you delegate?
- Start allotting time to community building every day.



Community Building for the Hesitant

- Start small.
- Focus on sharing your message.
- Remember to tune into station WIIFM
- Share great content.
- Be authentic.
- Do things that feel natural.
- Move beyond your comfort level.



Build Community by Writing

- Start a blog!
 - Writers write—articles, posts, updates, reports, etc.
 - Writers become bloggers by writing posts.
 - Bloggers share their message on their blogs and social networks.
 - Bloggers create community around their “websites.”
 - Bloggers create platforms.
 - Create an author website.



Build Community by Teaching/Coaching

- Share what you know!
 - Create online courses (audio and video).
 - Produce email courses.
 - Develop a coaching business.
 - Offer free webinars.
 - Offer free teleseminars.
 - Go LIVE with video.
 - Start a YouTube show.
 - Start a podcast.



Online Author Branding

- Think of yourself as a brand.
- Develop a recognizable:
 - Tagline for your website
 - Moniker or statement about *who you are or want to be known.*
 - Logo or image.



You are Your Brand, Your Brand is You

- Carry yourself, speak and gesture “as if” you lead a community or movement now.
- Consider colors, images, clothes, content that reflect you and your purpose.
- Embody your message.
 - How will you illustrate your cause?
 - How can you bring your message to life?



act as
if what you do makes a
DIFFERENCE

Important Information



- Facebook Page
 - www.facebook.com/groups/ACTCoachingProgram/
 - How to login to the course:
 - <http://ninaamir.com/login/>
 - **3rd Coaching Call**—June 14 at 9 am PT/12 pm ET
 - **Next Webinar**—June 21 at 9 am PT/12 pm ET
 - *Building Community with Social Media Strategies*
 - *Building Community with Traditional Media and Other Creative Strategies*
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