

# AUTHOR PLATFORM

## AUTHORS TO STUDY & EMULATE:

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**WHAT DO YOU WANT YOUR PLATFORM TO DO FOR YOU?**

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**HOW CAN IT ACHIEVE THIS?**

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**WHAT DO YOU WANT YOUR PLATFORM TO DO FOR YOUR READERS?**

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**HOW CAN IT ACHIEVE THIS?**

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**WHAT DO YOU WANT YOUR PLATFORM TO DO FOR OTHER AUTHORS?**

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**HOW CAN IT ACHIEVE THIS?**

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**HOW CAN YOU TRACK YOUR PLATFORM-BUILDING ACTIVITIES?**

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**HOW CAN YOU GAUGE THE EFFICACY OF YOUR AUTHOR PLATFORM?**

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# AUTHOR PLATFORM

## PLATFORM-BUILDING TOOLS TO TRY:

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## WAYS TO REACH NEW READERS

### PERSONAL WEBSITE

### SOCIAL MEDIA

### MAILING LIST

### COMMUNITIES

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### PUBLICATIONS

### CONTACTS

### EVENTS

### OTHER SITES

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## WAYS TO KEEP IN TOUCH REGULARLY WITH EXISTING READERS

### PERSONAL WEBSITE

### SOCIAL MEDIA

### MAILING LIST

### COMMUNITIES

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### PUBLICATIONS

### CONTACTS

### EVENTS

### OTHER SITES

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