



## Create Your Writer Platform: The Key to Building an Audience, Selling More Books, and Finding Success as an Author

By Chuck Sambuchino

F&W Publications Inc. Paperback. Book Condition: new. BRAND NEW, Create Your Writer Platform: The Key to Building an Audience, Selling More Books, and Finding Success as an Author, Chuck Sambuchino, Creating a platform isn't just beneficial--it's essential! In today's world of blogging, websites, Twitter feeds, and Facebook updates, building a writer platform from the ground up can seem a daunting task. Never fear--author and editor Chuck Sambuchino provides expert, practical advice for increasing your visibility, selling more books, and launching a successful career. In Create Your Writer Platform, you'll learn: \* The definition of a platform--and why you should start building one now. \* How to harness the 12 Fundamental Principles of Platform. \* "Old School" and "New School" approaches to platform, from article writing and conference speaking to website development, blog posts, and social media avenues. \* How to develop a platform for nonfiction, fiction, and memoir. In addition to Chuck's invaluable insights, you'll also find 12 case studies from authors with effective platforms, as well as professional advice from literary agents. If you're serious about building a platform tailored to you and your writing--a platform that's going to help you succeed as a writer--look no further than Create Your...

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