

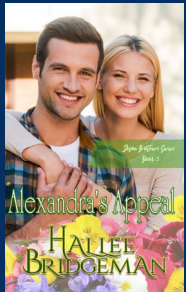
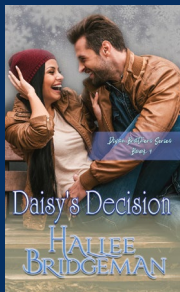
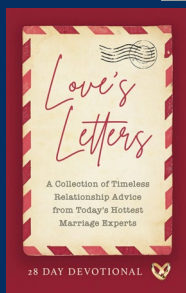
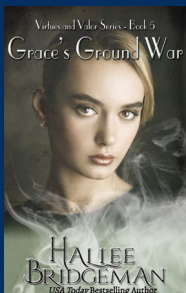
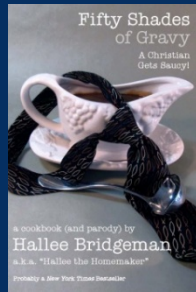
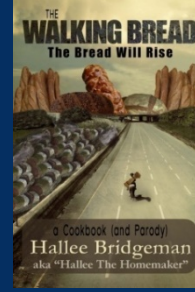
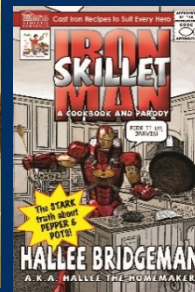
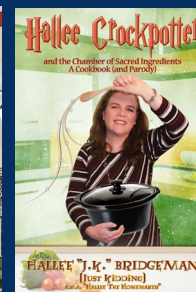
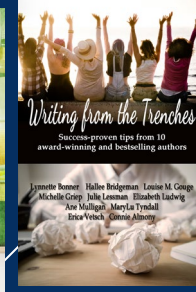
BUILDING A PLATFORM

HALLIE
BRIDGEMAN



- ▶ Started publishing in 2012
- ▶ *USA TODAY* bestselling author
- ▶ Published 34 books with almost 900,000 sales
- ▶ Entirely Indie Published

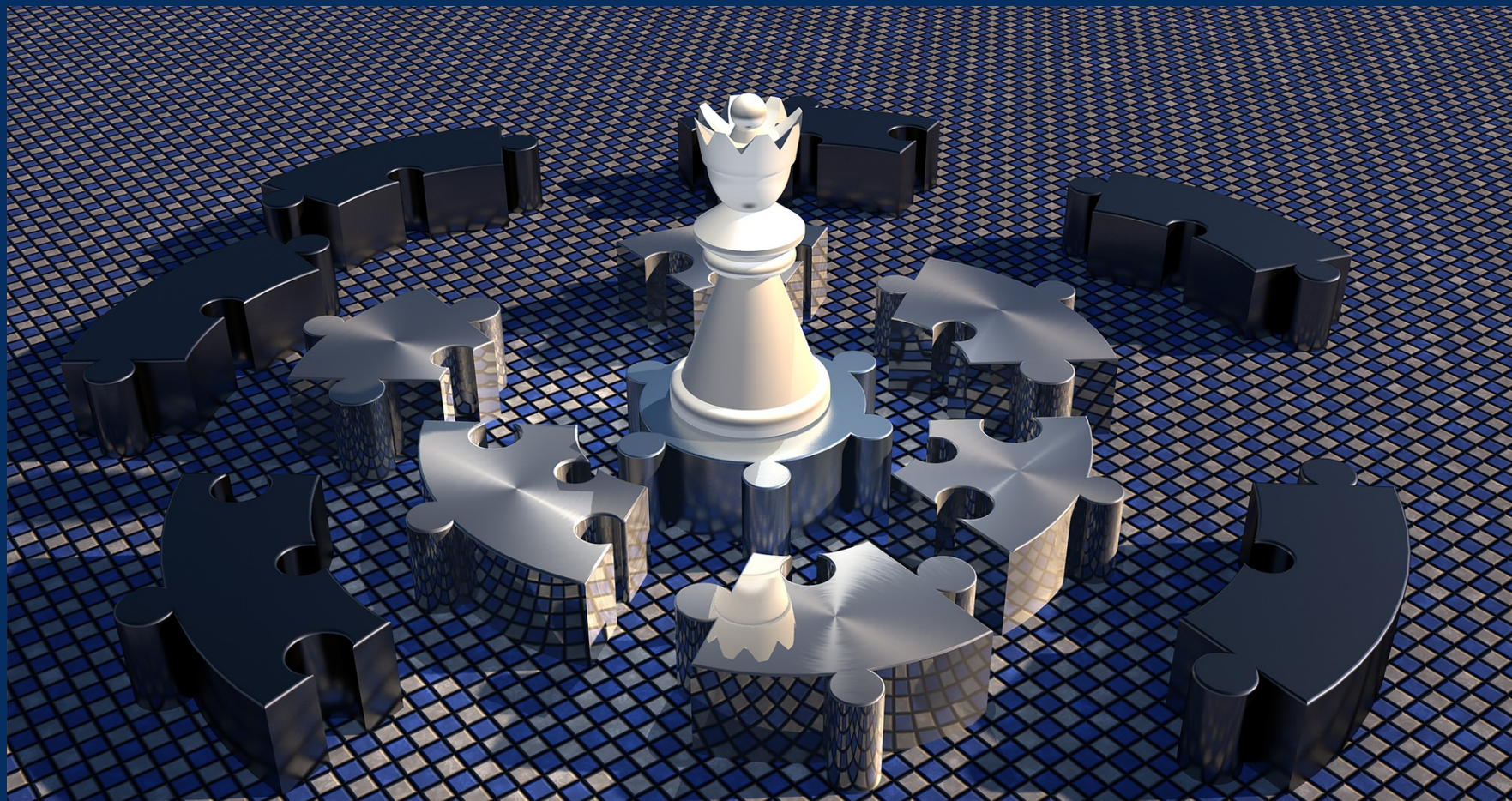
ABOUT ME



- ▶ a raised floor or stage
- ▶ raised platforms or stages are used by public speakers, presenters and performers so that they can be seen by their audience.

WHAT DOES PLATFORM MEAN?





WHAT DOES PLATFORM MEAN?

- ▶ Writer's public visibility and reputation
- ▶ Basically, it's made up of the people who will hear you when you have something to say

WHAT DOES PLATFORM MEAN?



- ▶ Speaking and teaching
- ▶ Website/blog
- ▶ Articles for Publication
- ▶ Social media
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Instagram
 - ▶ YouTube
 - ▶ LinkedIn
 - ▶ Pinterest
- ▶ Newsletter

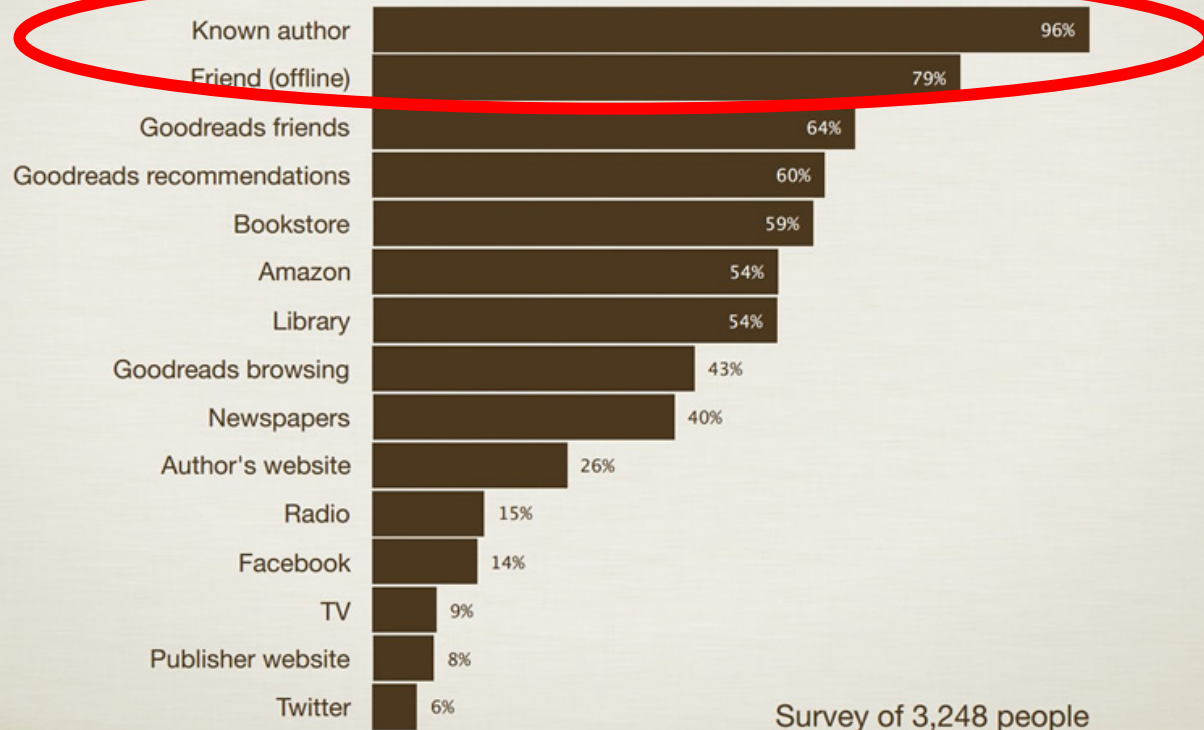


WHAT DOES PLATFORM MEAN?

ESTABLISHING A PLATFORM AS A WRITER



Do you often find books from the following sources?



Survey of 3,248 people

goodreads

ESTABLISHING A PLATFORM AS A WRITER

- ▶ Newsletter
- ▶ Advertising
- ▶ Amazon Author Page

KNOWN AUTHOR

Newsletter
Newsletter
Newsletter
Newsletter
Newsletter
Newsletter

Three parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.



NEWSLETTER

KNOWN AUTHOR - NEWSLETTER

- ▶ Speaking and teaching
- ▶ Website/blog
- ▶ Articles for Publication
- ▶ Collaborations
- ▶ Social media
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Instagram
 - ▶ YouTube
 - ▶ LinkedIn

PLATFORM BEYOND NEWSLETTER

Several white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ If God calls you to it, be obedient
- ▶ Giving back to the writing community helps our brothers and sisters in Christ spread the Gospel with their words
- ▶ Everything I know about marketing and publishing is because someone stepped out and taught it
- ▶ Even introverts can have something relevant to say.

SPEAKING & TEACHING



- ▶ You need a website
 - ▶ Make sure your newsletter signup is prominent
 - ▶ Make sure there is an easy way to contact you
 - ▶ Make sure your social media links are easy to find
 - ▶ Have a page for a press kit
 - ▶ If you are already published, list books by series
- ▶ You might want to blog
 - ▶ Refreshes your SEO
 - ▶ Connect it to your website
 - ▶ Drive traffic to your blog
 - ▶ Looking for ideas?
 - ▶ Interviews with other authors
 - ▶ <https://www.google.com/search?client=firefox-b-1-d&q=blog+ideas+for+writers>



WEBSITE/BLOG

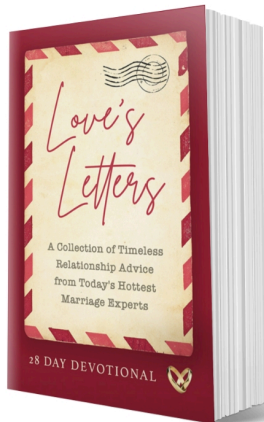
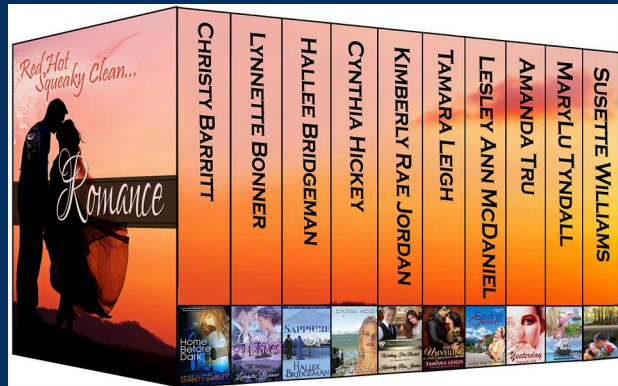
- ▶ Lots of places online to search where to submit
- ▶ Magazines/periodicals/websites
 - ▶ <https://www.freelancewriting.com/writers-guidelines/>
- ▶ Make sure you check submission guidelines.

ARTICLES FOR PUBLICATION

COLLABORATIONS

SPECIAL EVENTS





COLLABORATIONS

< All Books

< Kindle eBooks

Biographies & Memoirs
Business & Money
Health, Fitness & Dieting
History
Literature & Fiction
Mystery, Thriller & Suspense
Religion & Spirituality
Romance
Science Fiction & Fantasy

Most Popular Authors in Religion & Spirituality

1. Leah Atwood



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



After the Rain (Brides of Weather to Go)



A Chance for Love (A Historical Wes...



Hearts of the West: A Christian His...

2. John F. MacArthur



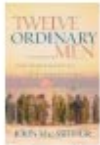
Most Popular Books in Religion & Spirituality



Saved Without A Doubt: Being Sure o...



The MacArthur Study Bible, NASB



Twelve ordinary men Workbook: How L...



Twelve Extraordinary Women: How

3. Lynnette Bonner



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



Hearts of the West: A Christian His...



Much Ado About Love: A Contemporary...



Frontier Heart: Historical Chri...

4. Kimberly Rae Jordan



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



Home Away from Home: A Christian Ro...



Home Is Where the Heart Is: A Chris...



Love Makes a Home: A Chris...

5. Hallee Bridgeman



Most Popular Books in Religion & Spirituality



Snowflakes and Mistletoe: A Collect...



The Jewel Series (3 Book Series)



Song of Suspense (3 Book Series)



Home for Christmas: Chri...

6. Lesley Ann McDaniel

Most Popular Books in Religion & Spirituality



Look inside ↴



Save the Date: A Limited-Time Christian Romance Collection

Kindle Edition

by [Hallee Bridgeman](#) (Author), [Kari Trumbo](#) (Author), [T.K. Chapin](#) (Author), [Chautona Havig](#) (Author), & 8 more | Format: Kindle Edition

★★★★★ 11 ratings

#1 New Release in Christian Fiction Collections & Anthologies

See all formats and editions

Kindle
\$0.99

BESTSELLER



Add to Wishlist

Save the Date: A Christian Romance Collection

by Hallee Bridgeman, Chautona Havig, Kari Trumbo, T.K. Chapin, Shoshanna Gabriel

★★★★★ 4.8 (4)

NOOK Book (eBook)

\$0.99

ADD TO CART

Sign in to Purchase Instantly

Available on Compatible NOOK Devices and the free NOOK Apps. ⓘ

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Buy As Gift

LEND ME® See Details

- 21 Dying for a Living Complete Boxse... Kory M. Shrum
- 22 Dangerous Pursuits: 15... Ronie Kendig, Lis...
- 23 Beyond the Crushing Waves Lilly Mirren
- 24 Three S... Heather



- 27 Feels Like Family Sherryl Woods
- 28 Save the Date: A Christian... Hallee Bridgeman...
- 29 Harry Potter and the Sorcerer's... J.K. Rowling
- 30 Lurkers Sandi T



WE DID IT!

109

Save the Date

by Hallee Bridgeman, et al.

Share this

Subtitle: "A Christian Romance Anthology"

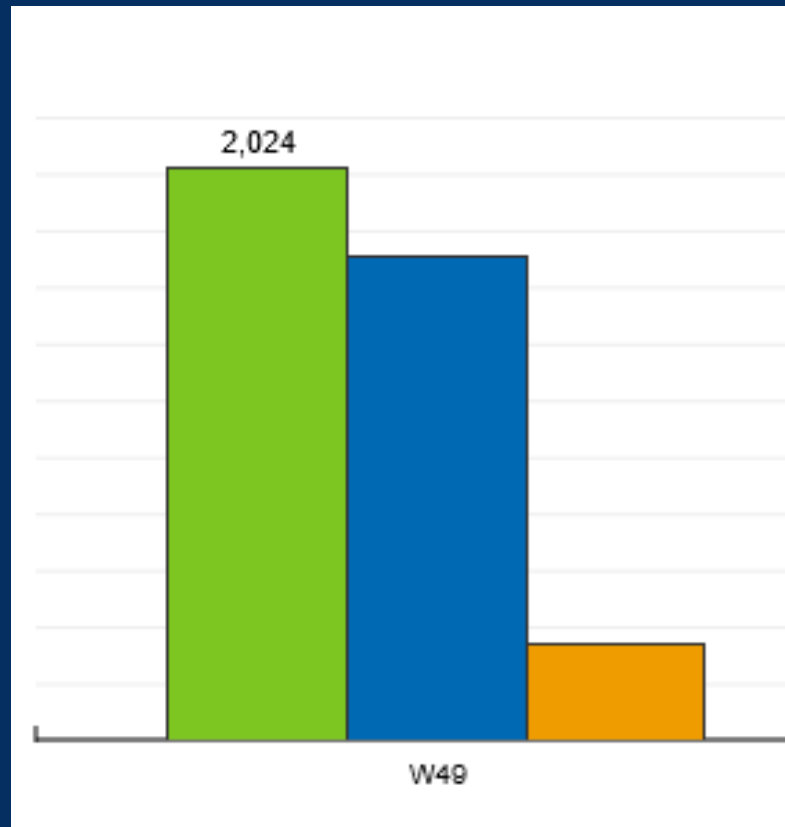
Genre: Romance | Debuted: October 21

1 Weeks Listed: #109 Best Week

BEST SELLING AUTHOR
USA TODAY

106	--	The
107	122	Where's Spot?, Eric Hill (Warne), \$7.99
108	--	Breaking the Rules: Kendall Ryan (Kendall Ryan Books), \$2.99
109	--	Save the Date: Hallee Bridgeman, et al. (Olivia Kimbrell Press), \$0.99
110	--	You Are Stronger Than You Think, Joel Osteen (Faith Words), \$26.00
111	--	Polar Express 30th Anniversary Edition, Chris Van Allsburg (Houghton Mifflin Books), \$26.00
112	--	Where the Deer and the Antelope Play, Nick Offerman (Dutton), \$25.00





COLLABORATIONS

Christian Fiction Christmas Scavenger Hunt!

Dec 6-12

Win Amazon gift cards:
 First place: \$250
 Second place: \$150
 Third place: \$100

<https://www.halleebridgeman.com/christmas>

- ▶ Social media
 - ▶ Facebook
 - ▶ Twitter
 - ▶ Instagram
 - ▶ YouTube
 - ▶ LinkedIn
 - ▶ Pinterest



SOCIAL MEDIA

THE MOST POPULAR SOCIAL MEDIA PLATFORMS

PEOPLE
CONTENT
STRATEGIES
INDUSTRIES
CONS

						
PEOPLE	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens
CONTENT	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends
STRATEGIES	<ul style="list-style-type: none"> • Local mkt • Advertising • Relationship building 	<ul style="list-style-type: none"> • Ecommerce • Organic engagement • Influencer 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • B2B • Organic engagement • International 	<ul style="list-style-type: none"> • Influencer marketing 	<ul style="list-style-type: none"> • Video ads • Location-based marketing • App marketing
INDUSTRIES	<ul style="list-style-type: none"> • Beauty/fitness • Jobs/education • Emplmnt/job train • Healthcare • Restaurants • Finance 	<ul style="list-style-type: none"> • Higher ed • Sports teams • Nonprofits • Technology • Consumer goods • Office supplies 	<ul style="list-style-type: none"> • Higher ed • Sports teams • Food & bev • Alcohol • Financial svc • Healthcare communication 	<ul style="list-style-type: none"> • Hospital/health • IT • Construction • Public admin • Retail • Manufacturing 	<ul style="list-style-type: none"> • Entertainment • FM consumer goods • Interior design • Fitness & sports • Beauty, art, fashion, jewelry 	<ul style="list-style-type: none"> • Schools/college • Gyms • Salons • Restaurants • Concerts
CONS	<ul style="list-style-type: none"> • Weak organic reach 	<ul style="list-style-type: none"> • High ad costs 	<ul style="list-style-type: none"> • Small ad audience 	<ul style="list-style-type: none"> • Reporting and custom audience 	<ul style="list-style-type: none"> • Least popular of marketing 	<ul style="list-style-type: none"> • Can't build relationships



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

♂ **32%**
MALE

68%
FEMALE ♀

478
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
2.85 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY



2.91

BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

#HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO
(30 HASHTAGS
MAX PER PIC)



1
billion
ACTIVE USERS



YOUTUBE

VIDEO
SHARING
SITE

Sell • Teach
Entertain • Vlog

2nd LARGEST
SEARCH ENGINE
AFTER GOOGLE



WORLDWIDE MORE
THAN 1 BILLION HOURS
OF YOUTUBE ARE
WATCHED PER DAY

2 BILLION
or **49%** of
daily users are on
mobile devices

- ▶ Can be used as a way to visually tell your novel's story
- ▶ Can be used as a way to promote your blog posts
- ▶ Can be used as a way to connect with female readership

PINTEREST



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This is not about Facebook advertising
This is about platform, not marketing

people can interact with you

person

▶ Branding

▶ Sharing person

▶ Finding a niche discus

(Christianity)

▶ Live videos: Coffee Chats

FACEBOOK

Don't let Facebook become your end all and be all.

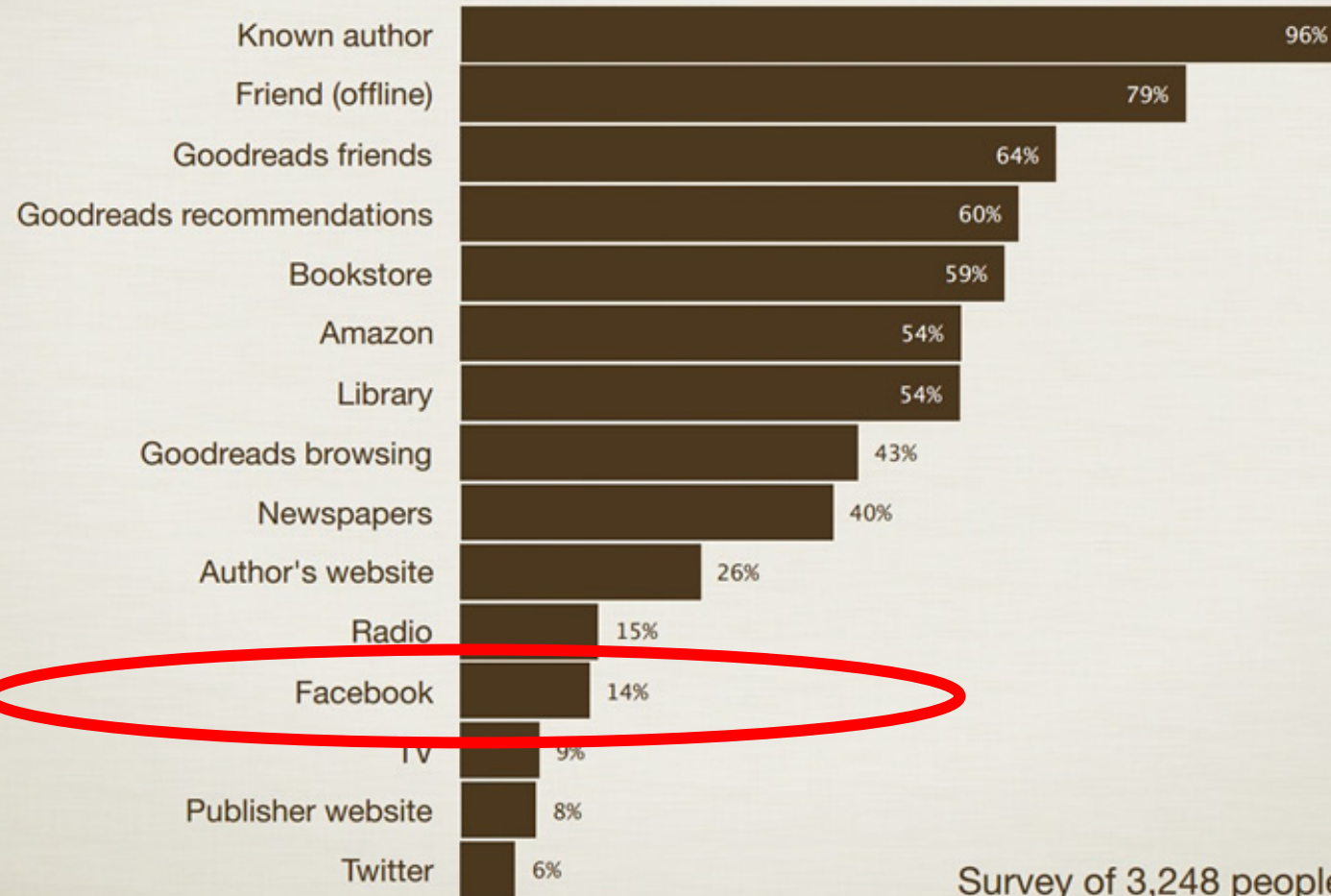
FACEBOOK



Don't let Facebook

FACEBOOK

Do you often find books from the following sources?



Survey of 3,248 people

goodreads

6 FACEBOOK POPULARITY DECLINE

Despite being the #1 social media marketing platform today, Facebook has seen declining use among all age groups **except the older (55+ age group) in 2018.**



This will continue in 2019, as Pew Research revealed that many people had changed the way they interact with the social media platform.

According to a new Pew Research Center survey,

42%  **BREAK**

say they have taken a break from checking the platform for a period of several weeks or more, while

26% 

say they have deleted the Facebook app from their cellphone.

DELETE

All in all, some

74%

of Facebook users say they have taken at least one of these three actions in the past year.



DON'T LET FACEBOOK BE YOUR END ALL AND BE ALL

Digital Marketing Trends to Watch Out for 2019
www.business2community.com

Facebook reported a decline of 2 million daily active users in the US and Canada

Tyler Sonnemaker Oct 29, 2020, 5:29 PM



Mark Zuckerberg security phone REUTERS/Yuri Gripas

VIDEOS YOU MAY LIKE

by Taboola



WATCH: How advertisers can navigate the death of



Why Tesla's Model Y received a 5-star crash-test rating



OUR

2019

FACEBOOK

Facebook Continues To Lose Users In The US And Canada

© Posted On January 27, 2021 Geoff Desreumaux

[Click here](#)



52

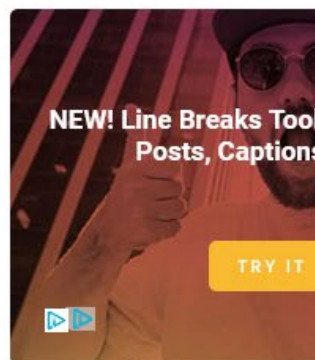
SHARES



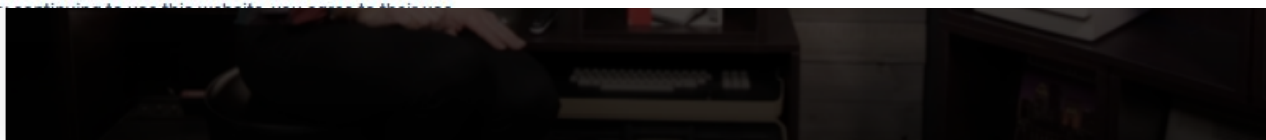
Facebook's daily active users decline for a second quarter in the United States and Canada, caused by user fatigue and growing competition.

Despite robust topline numbers, Facebook's fourth-quarter earnings show a significant slow in growth and a second in a row decline for DAUs in its main markets.

Related | [Facebook Launches Facebook News Portal In The UK](#)



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SEE
ALL

BE YOUR

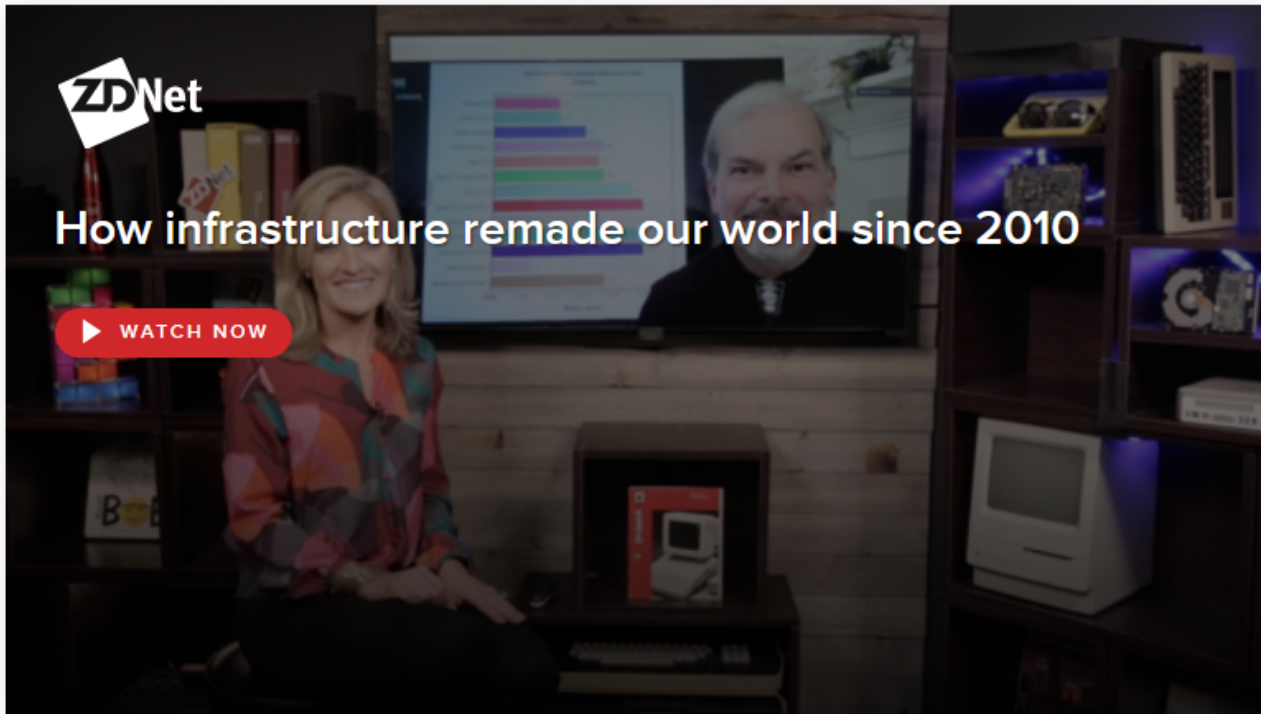
Out for 2019

The decline of social media: Facebook and Twitter leave us wanting

Social networks stopped being happy places some time ago. Some say that's a reflection of our society, others an illusion brought about by algorithmic manipulation. But both sides somehow being equal in this whole affair, isn't helping.



By [Scott Fulton III](#) | January 21, 2020 -- 19:41 GMT (11:41 PST) | Topic: [2010s: The Decade in Review](#)



NEWSLETTERS

ZDNet Week in Review - US

A weekly summary of the news that matters in business technology.

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daily users are on
mobile devices

- ▶ Younger audience is on Instagram
- ▶ Facebook ads feed to Instagram
- ▶ Entirely picture-based
- ▶ Hashtags are the key to doing Instagram properly

INSTAGRAM

Hashtags for Instagram to connect with readers:

#bookish	#novel
#readmore	#booksofinstagram
#bookstagram	#booktastic
#amreading	#readersofinstagram
#bookoftheday	#booknerdigans
#booknerd	#bookhaul
#bookaddict	#booklove
#bibliophile	#bookclub
#ilovereadng	#bookworm
#shelfie	#creativityfound

30 #'s max

Put in comments

Hashtags for Instagram to connect with other writers:

#writersofinstagram
#writersofig
#amwriting
#amediting
#authorlife
#indieauthors
#nanowrimo
#ilovewriting
#writerscorner
#writersofinsta
#writerscommunity

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mobile devices

- ▶ 2nd largest search engine in the world after Google.
 - ▶ This is important
 - ▶ Make sure you fill your videos with metadata and keywords
- ▶ The more followers you have on Youtube, the more you can customize your site
- ▶ 2nd largest search engine in the world after Google

YOUTUBE

2 VIDEO MARKETING



Video marketing is one of the fastest-growing strategies nowadays, and it's showing no sign of slowing down any time soon.



According to Cisco,
OF INTERNET TRAFFIC

will be through video by 2021, though you don't have to wait that long to tap the full potential of this platform in growing your business.

In fact, Even small businesses with limited resources are also leveraging this strategy, with only



reporting that they relied on external agencies for business video production!

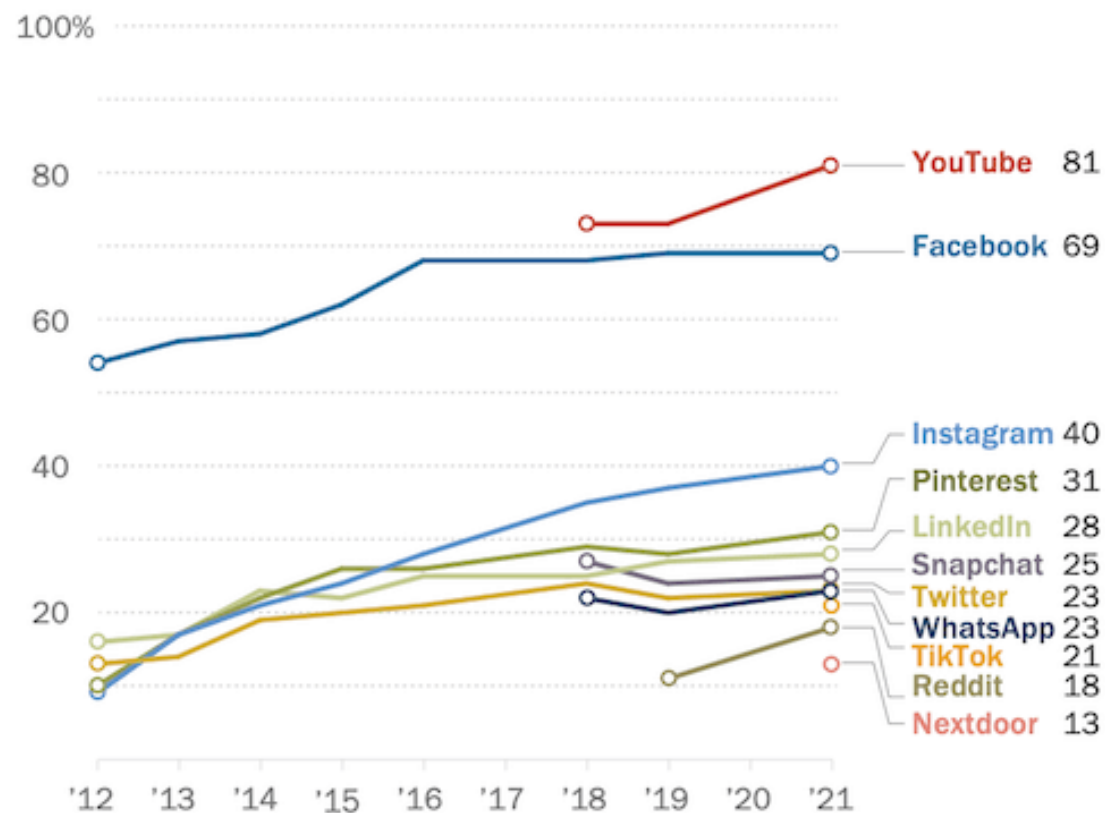
YOUTUBE

Digital Marketing Trends to Watch Out for 2019

www.business2community.com

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



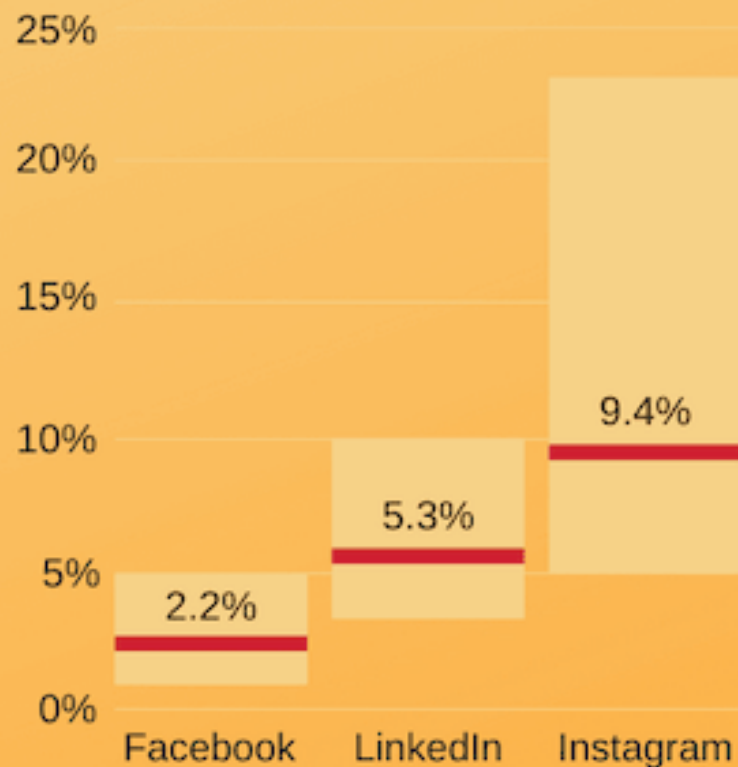
Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

ORGANIC REACH ACROSS SOCIAL MEDIA



2.2%

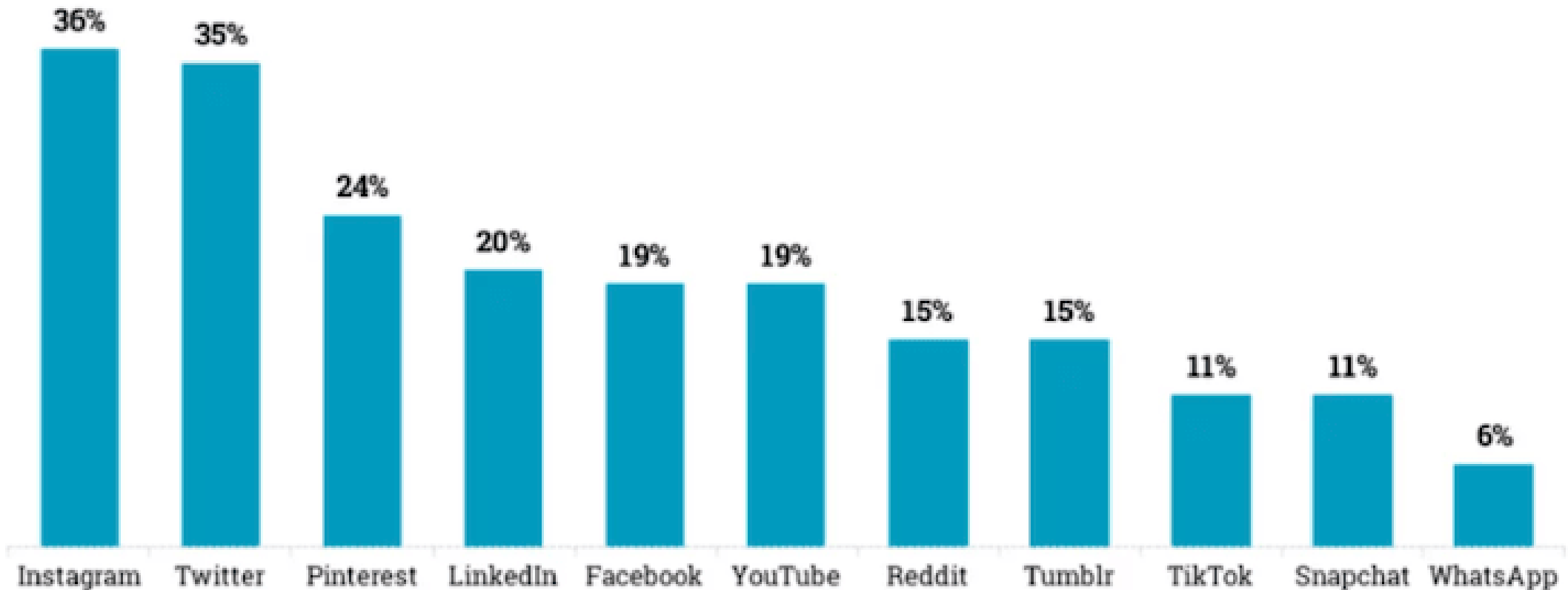
average
organic reach
per post on
Facebook



For more details, visit www.IgniteSocialMedia.com

Use of Social Media to Follow Brands

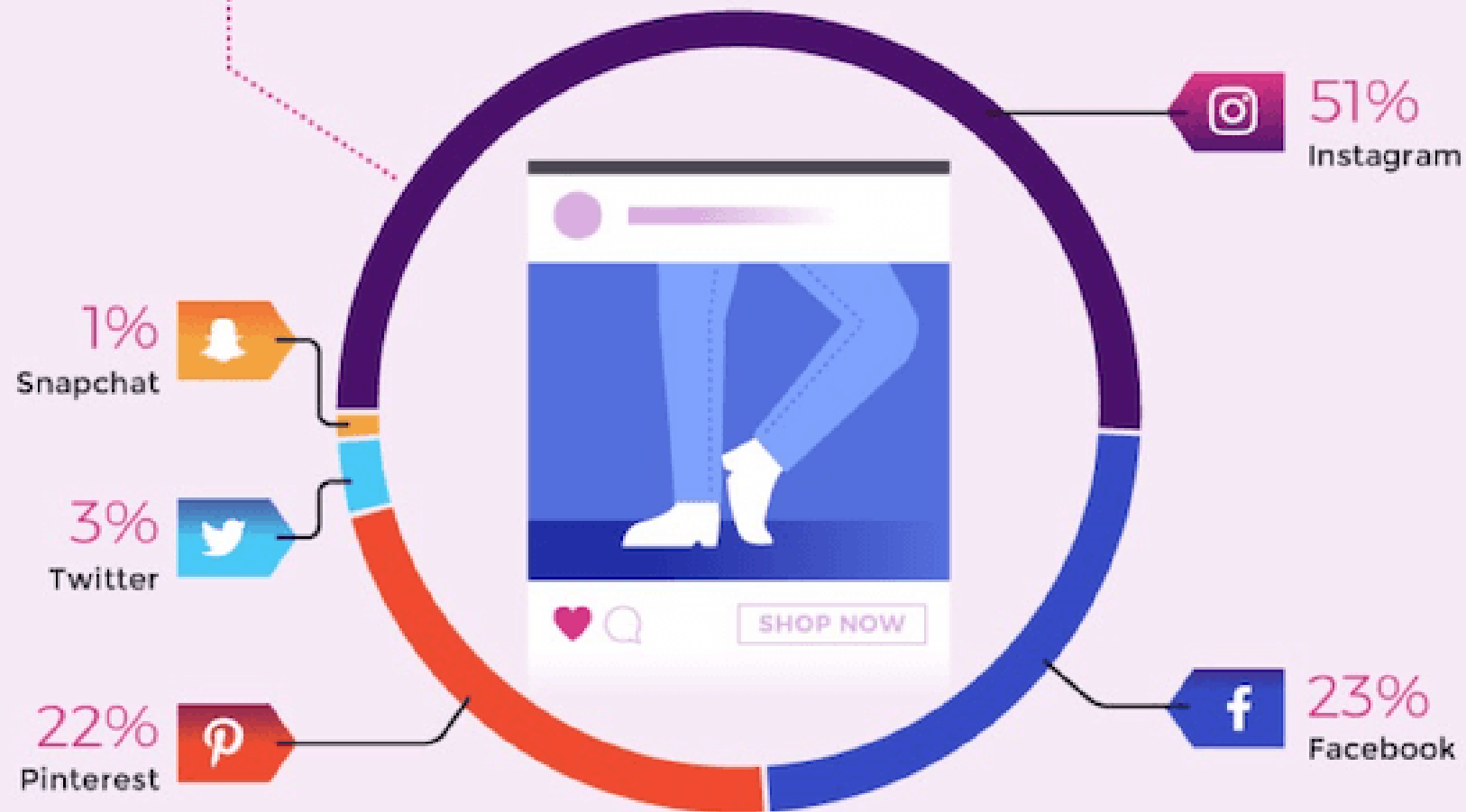
% of US users of each platform who say they use it to follow brands/companies



Published on MarketingCharts.com in October 2020 | Data Source: Audience Project

Based on US respondents from a Q3 2020 survey fielded among more than 16,000 respondents ages 15 and older

Which Platform Has Most Influence On Shopping Habits?



- ▶ Bookbub
- ▶ Goodreads
- ▶ Pages

OTHER TYPES OF WEB PRESENCE

A series of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

BOOKBUB

- ▶ 10 million users
 - ▶ The users are readers
 - ▶ Grow Bookbub followers the same as the newsletter
 - ▶ Advertise everywhere
 - ▶ Use list building services like Ryan Zee, etc.
- 
- A series of white diagonal lines of varying lengths and thicknesses, located in the bottom right corner of the slide.

GOODREADS

- ▶ 90 million users
 - ▶ The users are readers
 - ▶ Drive readers to your Goodreads
 - ▶ Goodreads is owned by Amazon, so the metadata inside of Goodreads will fuel Amazon
 - ▶ There are ways you can leverage Goodreads to market books
- 
- A series of white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ Amazon Author Page
- ▶ Bookbub Author Page
- ▶ Goodreads Author Page

PAGES



The Pareto Principle is a rule suggests that 20 percent of your activities will account for 80 percent of your results.

Before you begin work, always ask yourself, “Is this task in the top 20 percent of my activities or in the bottom 80 percent?”

In the end, the book is the most important product of your energy.

Don't sacrifice writing time for social media.

- Set timers

- Be disciplined

- Guard your writing time

PLATFORM

QUESTIONS?

