

Topic: Make a Great First Impression

Next chat: 24 July 2009 11am PT / 1pm CT

Guests: Sage Cohen and Robin Mizell

Next guests: Allison Winn Scotch and Bill O'Hanlon

journalwriter7 thx 2 @thewritermamal 4 hosting, 2 @sagecohen & @RDMizell 4 excellent advice, & @merylevans 4 yr help. U guys R gr8. #platformchat -2:26 PM Jul 10th, 2009

thewritermama Great chat today. We'll post the transcript later. :) #platformchat -2:24 PM Jul 10th, 2009

awriterchick thanks again to everyone! #platformchat -2:24 PM Jul 10th, 2009

thewritermama @sagecohen And thank you, Sage! #platformchat -2:23 PM Jul 10th, 2009

thewritermama @RDMizell Thanks so much, Robin. #platformchat -2:23 PM Jul 10th, 2009

RDMizell @thewritermamal, @merylkevans: Thanks for keeping the plates spinning today!
@sagecohen: It was nice meeting you here. #platformchat -2:21 PM Jul 10th, 2009

thewritermama Thanks for the great questions, everyone. Please come back on July 24th for Allison Winn Scotch and Bill O'Hanlon. #platformchat -2:21 PM Jul 10th, 2009

sagecohen @awriterchick I look forward to meeting you in a few weeks! #platformchat -2:19 PM Jul 10th, 2009

awriterchick can we let too much of ourselves show on twitter? #platformchat -2:19 PM Jul 10th, 2009

RDMizell @gregpincus: Absolutely! Subtlety, generosity, genuine conversation, building trust before mentioning anything about business. #platformchat -2:18 PM Jul 10th, 2009

KCBOOKS @sagecohen @thewritermamal @RDMizell Thanks for all the great advice and answers #platformchat -2:17 PM Jul 10th, 2009

Lemnisk I haven't had any questions, but have enjoyed reading today's #platformchat. Thanks to everyone involved. -2:17 PM Jul 10th, 2009

EngridE @jbaddorf I think it's hashtags.org that shows all the posts #platformchat -2:17 PM Jul 10th, 2009

awriterchick @sagecohen i will be there - i live in bay area! can't wait to meet you. #platformchat -2:16 PM Jul 10th, 2009

RDMizell @awriterchick: Missed the question about first-person narratives. MUCH more important to have a story, a conclusion, a meaning. #platformchat -2:16 PM Jul 10th, 2009

thewritermama @jenncrowell Thanks, Jenn. :) #platformchat -2:15 PM Jul 10th, 2009

sagecohen On August 8, I'll be teaching a poetry-publishing workshop at the Willamette Writers Conference in Portland, OR. <http://bit.ly/KQoXZ> #platformchat -2:15 PM Jul 10th, 2009

journalwriter7 @johannaharness Yes, this is one of the best chats. Very informative and easy to follow #platformchat -2:15 PM Jul 10th, 2009

sagecohen Starting October 7, I'll be teaching Poetry for the People, a six-week email class. Only a few spots left! <http://bit.ly/KQoXZ> #platformchat -2:14 PM Jul 10th, 2009

DebraMarrs @thewritermamal Thank you for bringing us the great experts to share tips and ideas at #platformchat -2:14 PM Jul 10th, 2009

thewritermama #platformchat feedback welcome. Please send yours to christinakatz@earthlink.net or DM @thewritermamal. #platformchat -2:14 PM Jul 10th, 2009

thewritermama Thanks for coming to #platformchat. Come on back on July 24th for Allison Winn Scotch and Bill O'Hanlon. #platformchat -2:14 PM Jul 10th, 2009

sagecohen Thanks so much for having me! #platformchat -2:14 PM Jul 10th, 2009

thewritermama My class, Platform 101: Discover Your Writing Specialty, begins August 12 <http://bit.ly/8WSJs> #platformchat

gregpincus @RDMizell so you'd say relationship marketing on social networks rather than direct selling, yes? Cuz I'd agree! #platformchat -2:12 PM Jul 10th, 2009

thewritermama Don't miss my Writer Mama Back-to-School Daily Giveaway in September <http://thewritermama.wordpress.com/> #platformchat

thewritermama Sign up for any of my three free e-zines (including on platform) & learn about a class scholarship at <http://christinakatz.com> #platformchat -2:11 PM Jul 10th, 2009

alexisgrant @RDMizell @sagecohen Thanks for the insight today. #platformchat -2:11 PM Jul 10th, 2009

linc0Inpark @RDMizell I don't agree. Sometimes, the obvious is all you have. #platformchat -2:11 PM Jul 10th, 2009

RightonMom Thank you all for this! TY Christina, you never cease to amaze me with all that energy! #platformchat -2:11 PM Jul 10th, 2009

thewritermama I'm Christina Katz, host of #platformchat. I wrote Get Known Before the Book Deal & Writer Mama for Writer's Digest. #platformchat -2:11 PM Jul 10th, 2009

linc0Inpark I sincerely believe that authors should have a basic understanding of HTML these days. The DIY marketer can't get by sans HTML #platformchat -2:10 PM Jul 10th, 2009

DebraMarrs @RDMizell So appreciated your insider's point of view today. Thank you so much for the great tips #platformchat -2:10 PM Jul 10th, 2009

thewritermama Get or stay Internet-savvy by following @merylkevans' blog: <http://www.meryl.net/section/blog/> #platformchat -2:10 PM Jul 10th, 2009

journalwriter7 Thanks so much for all the great advice, especially getting feedback from friends and associates. #platformchat -2:09 PM Jul 10th, 2009

thewritermama Time to start wrapping up #platformchat. Thank you so much for coming, Robin & Sage. What's coming up next? #platformchat -2:09 PM Jul 10th, 2009

alexisgrant @gregpincus Interesting. But I think as platform more as making myself known to readers more than fellow writers. #platformchat -2:09 PM Jul 10th, 2009

KCBOOKS @thewritermama agreed, it's important to be true to you and what you want but authors/all artists have to wear many hats today #platformchat -2:09 PM Jul 10th, 2009

Steven_Chevalia #platformchat Thanks for all the advice! Will be watching more of these. -2:08 PM Jul 10th, 2009

thewritermama @Steven_Chevalia Develop an experimenters attitude. Keep what works. Chuck the rest. Try the next tool or resource... #platformchat -2:08 PM Jul 10th, 2009

merylevans @jbaddorf It depends on the app a person uses. If in twitter.com, they add on #. If in Tweetchat, it does it for you. #platformchat -2:08 PM Jul 10th, 2009

RDMizell @kcbooks: Marketing through social networks is ineffective when it's obvious. See Chris Brogan + Julien Smith - Trust Agents. #platformchat -2:07 PM Jul 10th, 2009

sagecohen That's great that you're seeking ways to speak better. The best way to improve is to practice in front of an audience--often. #platformchat -2:07 PM Jul 10th, 2009

linc0Inpark I use a #PODCAST to help with my platform development #platformchat -2:07 PM Jul 10th, 2009

awriterchick thanks to everyone - may love surround you and those you love #platformchat -2:07 PM Jul 10th, 2009

awriterchick @sagecohen i am seeing that with followers - i try to spread love with writing and people are responding! it makes me happy! #platformchat -2:06 PM Jul 10th, 2009

thewritermama @sagecohen I agree that S.N.s matter but a writer who doesn't know who she is will likely become lost. See it all the time. #platformchat -2:06 PM Jul 10th, 2009

thinkmaya Great job by @sagecohen and @thewritermamal on #platformchat today - awesome advice for writers! -2:06 PM Jul 10th, 2009

RDMizell kbeninato: I use WordPress.com, which incorporates good WordPress community tools, but a blog that can be monetized is nice. #platformchat -2:06 PM Jul 10th, 2009

linc0lnpark Pimpin' (books and authors) ain't easy! LOL #platformchat -2:05 PM Jul 10th, 2009

kbeninato Thanks. @merylevans. Need to pull my content from 3 sites, Huffington, nola, and literary, so user-friendly would be great #platformchat -2:05 PM Jul 10th, 2009

Steven_Chevalia #platformchat How do you feel about Toastmasters International or other such organizations? -2:05 PM Jul

jenwgilmore @thewritermama interesting #platformchat. Like how it ALL matters. But important foremost to be a writer, not a marketer. Fine line, yes? -2:05 PM Jul 10th, 2009

RDMizell @alexisgrant: Volunteering, teaching, attending book festivals, supporting other writers at their events, meeting people. #platformchat -2:04 PM Jul 10th, 2009

thewritermama @alexisgrant In Get Known Before the Book Deal, talk about how to balance online with real life. So important! Hugely so. #platformchat -2:03 PM Jul 10th, 2009

sagecohen What you can do OFFline: lecture, teach, read, attend writing association meetings and conferences. #platformchat -2:03 PM Jul 10th, 2009

RDMizell @thewritermamal: There are plenty of people who enjoy the rebellious, outspoken ringleader. It's a brand too. #platformchat -2:02 PM Jul 10th, 2009

sagecohen I use typepad for my blogs. And an author website is important, too. #platformchat -2:01 PM Jul 10th, 2009

gregpincus @alexisgrant Conferences, book themed events, classes. An editor once said to me "find any way to become a peer" Makes sense. #platformchat -2:01 PM Jul 10th, 2009

thewritermama @KCBOOKS All the social networking in the world won't do much good unless you know who you are, what you do & who you serve. #platformchat -2:01 PM Jul 10th, 2009

sagecohen Social networks matter! Just one person who believes in you and is excited about your work can make all the difference. #platformchat -2:00 PM Jul 10th, 2009

RDMizell Celebrities aren't worrying about their platforms. They have more exposure than they need. They try to ensure it's favorable exposure.

sagecohen @jcsimonds Writing is a different business than sports/movies. Often authors must create our own visibility. Social media is one way to do so.

jcsimonds In the main, I agree that authors shld treat social media as biz. But do we demand this of sports/movie folk? #platformchat -2:00 PM Jul 10th, 2009

RDMizell Don't wait for an agent to discover you. Query widely when your work is perfected. #platformchat -2:00 PM Jul 10th, 2009

RDMizell I'd rather an aspiring novelist start with an agreeable demeanor. If tantrums, abuse, antics come later, by then he/she might have earned the right to be coddled.

thewritermama Writers, don't put the focus on your biggest fears (ie. age). Ask what did I do to build a solid, clear platform TODAY? #platformchat -2:00 PM Jul 10th, 2009

RDMizell @jcsimonds Poe and Parker both established their reputations first as critics. That's definitely one kind of platform, and it goes to credibility.

jcsimonds @RDMizell @merylevans Then you would have 2 eliminate Poe, Dorothy Parker & others 4 their behavior? #platformchat -1:59 PM Jul 10th, 2009

merylevans @kbeninato It makes no difference what software you use. The key is the content you present. #platformchat -1:59 PM Jul 10th, 2009

RDMizell @peggyfrezon: Public speaking improves with practice. Anticipate interviewers' questions. Be willing to say "I don't know."

sagecohen @peggyfrezon That's great that you're seeking ways to speak better. The best way to improve is to practice in front of an audience--often.

peggyfrezon I'm seeking media training bc I'm awkward at speaking/interviews. What should writers learn about presenting ourselves well? #platformchat -1:59 PM Jul 10th, 2009

thewritermama To Guests: What does this more holistic model of authorhood mean to the renegade/anti-social/in-your-face writer? #platformchat -1:58 PM Jul 10th, 2009

alexisgrant Q: How much of building platform takes place OFFline? Can you suggest ways outside of blogging, online networking? #platformchat -1:58 PM Jul 10th, 2009

thewritermama I think what we are hearing from our guest is that the whole picture matters and WILL be taken into account. Got it, writers? #platformchat -1:57 PM Jul 10th, 2009

thewritermama RT @sagecohen: This is my personal preference, yes, to experience art by people I admire. [Interesting>The whole pic matters] #platformchat -1:56 PM Jul 10th, 2009

RDMizell @awriterchick: Always better to have impressive writing credits. Always. Memoir is difficult to do well, requires strong story. #platformchat -1:56 PM Jul 10th, 2009

kbeninato This could be too wonky of a question, but do you prefer Tumblr or Wordpress for creating an initial writer's platform site? #platformchat -1:55 PM Jul 10th, 2009

thewritermama @EngridE With so many other important factors to consider...I would worry about age last. & in terms of your strategies. #platformchat -1:55 PM Jul 10th, 2009

RDMizell @engride: Age is not a factor. Talent is what matters. -2:37 PM Jul 10th, 2009

KCBOOKS @sagecohen w/so much emphasis put on online marketing I wonder how effective or defective a social network can be to building #platformchat -1:54 PM Jul 10th, 2009

sagecohen Once you introduce a second platform, pacing yourself for the long-term is key. Christina Katz is a shining example of this. #platformchat -1:54 PM Jul 10th, 2009

thewritermama @Steven_Chevalia I think both online and in print (whether online or print) are still both important. #platformchat -1:53 PM Jul 10th, 2009

RDMizell @jcsimonds, @merylkevans: Yes. I'm in favor of transparency. Readers are becoming more attuned to the genuine + authentic. #platformchat -1:53 PM Jul 10th, 2009

thewritermama @jenncrowell For me, christinakatz.com (my most known identity) will become the primary hub in 2010. Add to what's most known. #platformchat -1:52 PM Jul 10th, 2009

sagecohen This is my personal preference, yes, to experience art by people I admire. #platformchat -1:51 PM Jul 10th, 2009

thewritermama Do we demand the same of all artists? All the rules are changing. And there are no rules. So...we'll see. #platformchat -1:51 PM Jul 10th, 2009

awriterchick does the agent show up at the right time or do i need to be looking? #platformchat -1:51 PM Jul 10th, 2009

thewritermama Writers, don't be afraid to makes small investments of not just time but also money into your career-adds up over time! #platformchat -1:50 PM Jul 10th, 2009

sagecohen I'd recommend building one platform at a time and dedicating a few years to each. This helps conserve energy + focus. #platformchat -1:50 PM Jul 10th, 2009

RDMizell @jenncrowell: I believe in the value of transparency + like to see writers w/central sites linked to all facets of their work. #platformchat -1:50 PM Jul 10th, 2009

EngridE @RDMizell #platformchat Is age a factor to you reg. literary representation? Would you rep a "newbie" who is, ahem, older? -1:49 PM Jul 10th, 2009

awriterchick when writing memoirs, it is necessary to be published somewhere first to find literary agent? #platformchat -1:48 PM Jul 10th,

annamaquino @RDMizell I spent the last 8 years trying to get my first book published what is one thing you wish you could have done better with your first contract? #platformchat -1:48 PM Jul 10th, 2009

Steven_Chevalia @sagecohen are there any free writing workshop websites you would recommend or do you think it's better to seek publication instead of putting your name out on the web? #platformchat -1:46 PM Jul 10th, 2009

jenncrowell I would love it if the guests could address the issue of having multiple platforms, and how to balance/integrate them. #platformchat -1:45 PM Jul 10th, 2009

sagecohen Ideal: Find an experienced author (with a good attitude) who is willing to mentor you! #platformchat -1:44 PM Jul 10th, 2009

thewritermama ~30 min left: Time to open up for Q&A. Please direct general questions to both of our guests. Guests plz speak to the group. #platformchat -1:41 PM Jul 10th, 2009

RDMizell DENNIS CASS's video, "book launch 2.0," has been around a while, still a good reality check: <http://denniscass.com/videos/> #platformchat -1:42 PM Jul 10th, 2009

RDMizell Putting together a press kit helps prepare a new author for what publicists, media contacts, and bloggers need from them. #platformchat -1:41 PM Jul 10th, 2009

RDMizell New authors who've just signed book deals need to be in harmony w/their editors + publicist(s), media contacts, bloggers. #platformchat -1:41 PM Jul 10th, 2009

sagecohen Realistic: Recruit a friend or colleague to brainstorm ideas, proof your work and give you honest feedback along the way. #platformchat -1:40 PM Jul 10th, 2009

thewritermama So much of this sounds intuitive, though, not just based on numbers. We all need to listen to our gut! #platformchat -1:38 PM Jul 10th, 2009

thewritermama Q7. Which people are the key players to partner with for first time authors? #platformchat -1:37 PM Jul 10th, 2009

RDMizell I think serious writing critique groups meeting online or in person can help writers identify & focus on their strengths. #platformchat -1:36 PM Jul 10th, 2009

RDMizell By monitoring blog stats, a blogging writer can tell which topics are most popular and what readers are searching for. #platformchat -1:35 PM Jul 10th, 2009

sagecohen – one that you'll enjoy exploring for a few years. #platformchat -1:35 PM Jul 10th, 2009

RDMizell A writer can get focused—find a niche—by soliciting and paying attention to feedback from others. #platformchat -1:35 PM Jul 10th, 2009

sagecohen Let fun and intrigue be your compass. Choose a topic that holds some mystery for you -- #platformchat -1:35 PM Jul 10th, 2009

sagecohen Revisit your historical writing with fresh eyes. You may discover a coherent theme or two that you weren't aware of. #platformchat -1:34 PM Jul 10th, 2009

sagecohen It's easy to overlook the obvious. Ask friends and colleagues to give you a list of your top three areas of expertise. #platformchat -1:34 PM Jul 10th, 2009

RDMizell It's also much easier for me to work with clients who are technologically adept. #platformchat -1:32 PM Jul 10th, 2009

RDMizell Prospective clients? Must-haves include an online presence, some writing credits, and a demonstrated ability to network. #platformchat -1:32 PM Jul 10th, 2009

thewritermama Q6. A writer doesn't know what her focus should be...how can she find it? #platformchat -1:32 PM Jul 10th, 2009

sagecohen Keep your head (and your writing) in the game. Cultivate your craft. Pitch and publish as frequently as you can. #platformchat -1:31 PM Jul 10th, 2009

sagecohen Lecturing, speaking or reading once a month ensures visibility, cultivates authority and helps you better understand your own #platformchat -1:31 PM Jul 10th, 2009

sagecohen Yes, @RDMizell, a writer's relationships are our greatest wealth. #platformchat -1:31 PM Jul 10th, 2009

RDMizell @thewritermamal: Mean-spiritedness, heavy-handedness, undue cynicism come through in one's writing, + platform, for that matter. #platformchat -1:30 PM Jul 10th, 2009

sagecohen An online presence that regularly serves up info on your topic lets you constantly reinforce your expertise in real time. #platformchat -1:29 PM Jul 10th, 2009

RDMizell A client/author who's genuinely courteous will be appreciated by editors, designers, publicists, and readers as well. #platformchat -1:28 PM Jul 10th, 2009

thewritermama Q5. Which parts of a platform are must-haves? Like every writer has to have it. In your opinion, of course. #platformchat -1:27 PM Jul 10th, 2009

RDMizell Re: manners and empathy, a writer needs to care about the reader, obviously. #platformchat -1:27 PM Jul 10th, 2009

sagecohen His platform is founded on bad manners, which are necessary to his particular style of social commentary. #platformchat -1:27 PM Jul 10th, 2009

sagecohen I will overlook bad manners if it's a part of someone's platform schtick. Like SACHA BARON COHEN, for example. #platformchat -1:27 PM Jul 10th, 2009

RDMizell Good manners arise from empathy, and it takes empathy to write believable characterization or illuminating nonfiction. #platformchat -1:27 PM Jul 10th, 2009

thewritermama @RDMizell Traits in writing? Can you say more, Robin? #platformchat -1:26 PM Jul 10th, 2009

sagecohen Absolutely. Manners count in every forum for interaction – print, online, radio, TV. #platformchat -1:26 PM Jul 10th, 2009

sagecohen Accessibility. They have both feet on the ground and are humble, human and vulnerable like the rest of us. #platformchat -1:24 PM Jul 10th, 2009

sagecohen Authenticity. They are believable, likable, and steeped in the deep waters of their area of expertise. #platformchat -1:24 PM Jul 10th, 2009

RDMizell Personality traits come through in an author's writing too. #platformchat -1:24 PM Jul 10th, 2009

thewritermama Q4. Do manners count? What about online? Will you overlook bad manners, for something else? What? #platformchat -1:24 PM Jul 10th, 2009

RDMizell At BEA '08, DEAN KOONTZ spoke to a roomful of attendees at lunch + his self-effacing manner showed why he's so well liked. #platformchat -1:23 PM Jul 10th, 2009

RDMizell @jostraveler blogged re: meeting GARRISON KEILLOR at a book signing on the West Coast. Check: <http://tinyurl.com/l7q79o>. #platformchat -1:23 PM Jul 10th, 2009

RDMizell Assuming you're referring to an author's demeanor rather than an author's writing, let me use two celebrities as examples. #platformchat -1:23 PM Jul 10th, 2009

sagecohen Generosity. They share what they know and invite me into my own power and possibility. #platformchat -1:23 PM Jul 10th, 2009

RDMizell Right, @sagecohen. It's a deal-breaker if a prospective client is disingenuous, uncommunicative, or unwilling to get online. #platformchat -1:22 PM Jul 10th, 2009

thewritermama Q3. An author or aspiring author made an indelible positive impression on you...how? What makes you remember them? #platformchat -1:21 PM Jul 10th, 2009

sagecohen I want to read authors who live and breathe and embody what they write. I want them to be as good as their words. #platformchat -1:21 PM Jul 10th, 2009

sagecohen An attitude of gratitude and abundance is how I choose to live and work, and I'm attracted to the same. #platformchat -1:20 PM Jul 10th, 2009

sagecohen An attitude of gratitude and abundance is how I choose to live and work, and I'm attracted to the same. #platformchat -1:20 PM Jul 10th, 2009

sagecohen I'm not interested in authors who complain about the publishing business, editors, agents, or the publishing process. #platformchat -1:19 PM Jul 10th, 2009

RDMizell Establishing platforms can teach writers how others perceive them. They receive immediate feedback, often for the 1st time.#platformchat -1:19 PM Jul 10th, 2009

RDMizell A spectacular example of someone comfortable with an online platform would be JODI PICOULT... and, yes, Christina & Meryl! #platformchat -1:18 PM Jul 10th, 2009

thewritermama @RDMizell Ease is a great point. Writers, how calm are you about your expertise? #platformchat -1:18 PM Jul 10th, 2009

sagecohen And authority—so I trust them to give me the information and inspiration I am seeking. #platformchat -1:18 PM Jul 10th, 2009

thewritermama @sagecohen Great point. What word do ppl associate with your name, writers? #platformchat -1:17 PM Jul 10th, 2009

sagecohen These authors' platforms created visibility—so I know about them. #platformchat -1:17 PM Jul 10th, 2009

thewritermama Q2. What's a major turn-off about an aspiring or actual author for you? Is there a deal-breaker for you? #platformchat -1:17 PM Jul 10th, 2009

sagecohen Their name and/or book title(s) come to mind immediately when you think of their area of expertise.

sagecohen Their name and/or book title(s) come to mind immediately when you think of their area of expertise. #platformchat -1:16 PM Jul 10th, 2009

thewritermama @merylevans Class is entirely via e-mail. #platformchat -1:16 PM Jul 10th, 2009

sagecohen When I think MARKETING, I think SETH GODIN. #platformchat -1:15 PM Jul 10th, 2009

RDMizell By “more at ease,” I mean a writer w/platform has a better understanding of what I’m seeking and is confident of delivering it. #platformchat -1:15 PM Jul 10th, 2009

sagecohen For example, when I think PLATFORM, I think CHRISTINA KATZ. When I think HOPE, I think JEN LEMEN. #platformchat -1:15 PM Jul 10th, 2009

RDMizell When a writer has spent time establishing a platform, I’ll notice the person is more at ease describing his or her work. #platformchat -1:13 PM Jul 10th, 2009

thewritermama Last time we were ahead of sched. This time we're slightly behind. We'll catch up! #platformchat -1:12 PM Jul 10th, 2009

thewritermama Q1. What’s the first thing you notice about an author who has a strong platform and marketing know-how? #platformchat -1:12 PM Jul 10th, 2009

thewritermama Now for 7 Qs (Q1, Q2, Q3...). Plz allow guests time to answer in several tweets. (Save ALL Qs for Q&A. We’ll tell you when.) #platformchat -1:12 PM Jul 10th, 2009

thewritermama All caps: guests give example of a person with a strong platform in all caps. We can Google them later. #platformchat -1:11 PM Jul 10th, 2009

thewritermama A platform-strong writer is one with influence. It’s everything you DO with your expertise (write, teach, speak, etc). #platformchat -1:11 PM Jul 10th, 2009

thewritermama Both our guests today are marketing/platform experts. Robin knows how to spot a strong platform, Sage knows how to build one. #platformchat -1:11 PM Jul 10th, 2009

thewritermama @sagecohen wrote Writing the Life Poetic, An Invitation to Read & Write Poetry. She teaches, speaks, consults & coaches. #platformchat -1:10 PM Jul 10th, 2009

thewritermama Sage Cohen has been an award-winning poet for twenty years. Her poetry collection is Like The Heart, The World. #platformchat -1:10 PM Jul 10th, 2009

thewritermama @RDMizell launched Robin Mizell Ltd., Literary Rep. She seeks engaging & entertaining writers of fiction & nonfiction. #platformchat -1:10 PM Jul 10th, 2009

thewritermama I met Robin 2 years ago at the Writer’s Digest/BEA Conference. Shortly thereafter we helped a friend of mine land a publisher. #platformchat -1:09 PM Jul 10th, 2009

thewritermama Intros: Our guests today are literary agent Robin Mizell (@RDMizell) & author & poet Sage Cohen (@sagecohen). #platformchat -1:05 PM Jul 10th, 2009

thewritermama #platformchat feedback: We love it. Please wait until the chat is over. Send to christinakatz@earthlink.net or DM. #platformchat -1:02 PM Jul 10th, 2009

thewritermama Da rules: Listen to guests, then ask questions at Q&A, be responsive, avoid dominating, self-promotion, or hijacking chat. #platformchat -1:02 PM Jul 10th, 2009

thewritermama Format: I ask 2 guests 7 questions in 28 minutes, then you have 27 minutes for Q&A, then 5 minutes to wrap it all up. #platformchat -1:01 PM Jul 10th, 2009

glecharles RT @thewritermama: Not sure about platform? <http://bit.ly/xLnbw> Also, Get Known Before the Book Deal from @WritersDigest. #platformchat -1:01 PM Jul 10th, 2009

thewritermama I'm a teacher, speaker and author, so this chat is more like an educational spotlight on our two expert guests. #platformchat -1:00 PM Jul 10th, 2009

thewritermama Welcome! I'm the host and one of the moderators, Christina Katz, author of Get Known Before the Book Deal & Writer Mama. #platformchat -12:59 PM Jul 10th, 2009

thewritermama Quick announcement (as Sage said): Platform 101, Discover Your Specialty begins August 12th. More info <http://bit.ly/8WSJs>. Entirely by email. #platformchat -12:54 PM Jul 10th, 2009