

Topic: Embracing Self Promotion

Next chat: August 7 @ 11am PT / 1pm CT

Guests: Allison Winn Scotch & Bill O'Hanlon

Next guests: Chris Brogan & Wendy Burt-Thomas



[thewritermama](#): I keep losing my last tweet! This concludes our chat. Thanks so much: [@aswinn](#), [@possibill](#) & [@merylevans](#)!!! [#platformchat](#)



[jamik_hhp](#): RT [#platformchat](#) 4 fiction platform=the level of emotional Velcro U can produce w/ UR audience or potential audience. Will they follow U.



[thewritermama](#): To learn more about platform building step by step RSS subscribe to <http://getknownbeforethebookdeal.typepad.com/>. [#platformchat](#)



[gregpinus](#): Thanks [@thewritermama](#) and [@merylevans](#) for hosting [#platformchat](#). Thanks to [@POSSIBILL](#) and [@ASWinn](#), too.



[merylevans](#): Thanks to [@possibill](#) and [@aswinn](#) for sharing valuable insight and experiences. Count on us to check out your stuff! [#platformchat](#)



[POSSIBILL](#): And I'll be keynoting at Writer's Digest conference in NYC in Sept. [self-promo alert] [#platformchat](#)



[DebraMarrs](#): [@ASWinn](#) LOVE the shameless self-promo. I WILL buy the book :-)) TY for your ideas today [#platformchat](#)



[maggiedana](#): Thanks Allison and Bill and everyone else, and please join me for [#litchat](#) an hour from now. [#platformchat](#)



[thewritermama](#): Thanks everyone for coming. Platform is not a formula. It is totally democratic. Anyone can do it. You just have to start. [#platformchat](#)



[POSSIBILL](#): Special offer on my online version of that course at <http://bookpublishingpath.com> [self-promo alert] [#platformchat](#)



[ASWinn](#): Thanks for asking great questions! And thanks for having me and listening! [#platformchat](#)



[POSSIBILL](#): Doing small group writing and publishing Boot Camp in Santa Fe 11.16-20.09 <http://bit.ly/3fCHR> ([expand](#)) [self-promo alert] [#platformchat](#)



[journalwriter7](#): Thanks for all the super great tips and ideas and to Christina for hosting. Look forward to checking out your websites, etc. [#platformchat](#)



[Evilgenius333](#): RT [@ambersa42](#): [@aswinn](#)'s has great advice for writers! I highly recommend it <http://www.allisonwinn.com/> [#platformchat](#)



[GirlsGuide2Life](#): [@ASWinn](#) I think I have procrastination down to an art form! [#platformchat](#)

[lynmosher](#): Thanks so much to everyone. Enjoyed it all. [#platformchat](#)



[raballard](#): I am such a ninny, I had no idea [#platformchat](#) was in progress (of course being the technotard I am I didn't even know [#platformchat](#) existed



[writermomma](#): Thanks, everyone! [#platformchat](#)



[ASWinn](#): Pretty, pretty please, pick up a copy! [#platformchat](#)



[thewritermama](#): Tune in to <http://getknownbeforethebookdeal.typepad.com> for details on our next chat on August 7th! [#platformchat](#)



[Evilgenius333](#): [#platformchat](#) A big thanks as always to Christina and Meryl and to guests today - Bill and Allison.



[Kitsune9](#): Thanks for the information! [#platformchat](#)



[MamaMiller](#): Thank you everyone - and Christina, this was really helpful. [#platformchat](#)



[theresa_meyers](#): [#platformchat](#) 4 fiction platform=the level of emotional Velcro U can produce with UR audience or potential audience. Will they follow U.



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



[DebraMarrs](#): [@thewritermama](#) agree, everyone has to find what's best for self + push a little beyond our comfort zones [#platformchat](#)



[journalwriter7](#): [@ASWinn](#) Most definitely. [#platformchat](#)



[thewritermama](#): Sign up for my three free e-zines & learn about my class scholarship at <http://christinakatz.com> [#platformchat](#)



[WritingSpirit](#): [@POSSIBILL](#) Re: 50/50. How does marketing relate to platform? One & the same? or different? [#platformchat](#)



[thewritermama](#): I'm Christina Katz, host of [#platformchat](#). I wrote Get Known Before the Book Deal & Writer Mama for Writer's Digest. [#platformchat](#)



[thewritermama](#): Get or stay Internet-savvy by following [@merylkevans](#)' blog:<http://www.meryl.net/section/blog/> [#platformchat](#)



[thewritermama](#): Learn more about Bill O'Hanlon at his website:<http://www.billohanlon.com/> [#platformchat](#)



[Dr_Cher](#): Thank you Bill and Alision and... everyone! [#platformchat](#)



[thewritermama](#): Learn more about Allison Winn Scotch at her website:<http://www.allisonwinn.com/> [#platformchat](#)



[maggiedana](#): [@merylevans](#) CARVE works well for non-fiction, but a bit tougher for fiction, IMHO. [#platformchat](#)



[thewritermama](#): Two more minutes for Q&A. There will be a delay in posting transcript from today's session as [@merylevans](#) & I are both away. [#platformchat](#)



[Evilgenius333](#): RT [@POSSIBILL](#): % of time writing vs. platform? 50/50 these days as I write fast and am always learning more platform. [#platformchat](#) Same here



[GirlsGuide2Life](#): RT [@POSSIBILL](#) Establishing yourself as an expert: Get passion, dig deep, go public. [#platformchat](#) [#FF](#) [@POSSIBILL](#)



[thewritermama](#): [@merylevans](#) Good point to be sure to hone in on the conferences, blogs, --everything--most related to your topic. [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[journalwriter7](#): [@thewritermama](#) Great idea! Thanks. [#platformchat](#)



[ASWinn](#): % of my time is probably about 50/50 too...though I can't claim that twitter/blog/FB isn't also fun procrastination. :) [#platformchat](#)



[maggiedana](#): Platform of Sara Gruen's 1st novel, Riding Lessons, was horses. [#platformchat](#)

[latta](#): all of which underscores that writers cannot be siloed. writing does not necessitate total obliviousness to the biz. [#platformchat](#)



[yayayarndiva](#): [@thewritermama](#) thanks to writermama- I learned I already had a small platform- her model and tips taught me how to improve it [#platformchat](#)



[Evilgenius333](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[merylevans](#): [@journalwriter7](#) Yes -- but also attending a conference covering your topic. [#platformchat](#)



[alijwalker](#): [@journalwriter7](#) I'm thinking of going to SCWW. Anyone else attending? [#platformchat](#)



[thewritermama](#): [@journalwriter7](#) Attending a writer's conference is a great first step. Then pitch a workshop the next year. :) [#platformchat](#)



[POSSIBILL](#): % of time writing vs. platform? 50/50 these days as I write fast and am always learning more about platform. [#platformchat](#)



[DebraMarrs](#): [@POSSIBILL](#) yes, establishing yourself as an expert can mean commenting on blogs/forums/tweets, offering fresh ideas, too [#platformchat](#)



[agnieszkashoes](#): social media helps us engage with readers, respect them, & build our 1000 true fans. (not manipulate or "sell" 2 them) [#platformchat](#)



[WritingSpirit](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[thewritermama](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[journalwriter7](#): Attending a writing conference is perhaps a good first step in going public. [#platformchat](#)



[merylevans](#): [@maggiedana](#) Excellent example -- I know of several social network sites related to animals and dogs. [#platformchat](#)

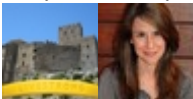


[DebraMarrs](#): I teach the "give to get" model. Offer others info and reason to follow you on Twitter=giving. You'll "get" back much more [#platformchat](#)



[thewritermama](#): [@DebraMarrs](#) Different approaches are going to work best for different writers. I think a combo is best. [#platformchat](#)

[Evilgenius333](#): [@merylevans](#) [#platformchat](#) ...where these characters interact with the audience and they become part of the story. Been great fun.



[latta](#): [@ASWinn](#) naturally-that is true of everything. i suppose some behaviours now seem more egregious b/c they are in my timeline. [#platformchat](#)



[writermomma](#): On average, what percentage of your time do you spend on platform and on actually writing? [#platformchat](#)



[agnieszkasshoes](#): Social media return writing 2 interaction of oral storytelling. We can learn from Homer & Homer scholars can learn from us [#platformchat](#)



[journalwriter7](#): RT [@POSSIBILL](#): Establishing yourself as an expert: Get passion, dig deep, go public. [#platformchat](#)



[maggiedana](#): If you write a novel about a woman who breeds Yorkshire Terriers, then your platform is *dogs* (among other things). [#platformchat](#)



[POSSIBILL](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[thewritermama](#): RT [@POSSIBILL](#): Establishing yourself as an expert: Get passion, dig deep, go public. [#platformchat](#)



[DebraMarrs](#): Platform can also be about becoming "known for something." Build loyal followers who will buy you/bks bec. like you already [#platformchat](#)



[merylevans](#): Be on the lookout for social media sites that cover your industry, topic, audience. Remember myspace led... not anymore. [#platformchat](#)



[POSSIBILL](#): Establishing yourself as an expert: Get passion, dig deep, go public. [#platformchat](#)



[thewritermama](#): [@WritingSpirit](#) Love your description about the flexible nature of Twitter. Ditto other online tools. [#platformchat](#)



[journalwriter7](#): How do you go about establishing yourself as an expert when you're just getting started? [#platformchat](#)



[Kitsune9](#): [@merylevans](#) Thanks for the link to the definition. Stumbled on the chat via Tweetdeck, obviously unprepared. Apologies. [#platformchat](#)



[Evilgenius333](#): [@merylevans](#) [#platformchat](#) Ive taken 2 characters from my MS and put them live on Twitter. It is an interactive prologue to the series...

[thewritermama](#): [@Kitsune9](#) Platform isn't just about the book, before the book it's about making yourself more visible as a professional writer [#platformchat](#)



[WritingSpirit](#): [@thewritermama](#) Twitter's been my best platform builder--for making connections, getting known, creating buzz, interviews. [#platformchat](#)



[ASWinn](#): [@latta](#) Sure, there are good/bad ways to use twitter. I try to reply/engage as much as my time allows. [#platformchat](#)



[ambersa42](#): As an avid reader & wannabewriter, twitter keeps me upto date on fav writers. I like them even more after reading their tweets [#platformchat](#)



[maggiedana](#): [@thewritermama](#) Am using Cinderella as nom de plume from now on. [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#) Advice for new writers: concentrate on writing. On the side work on platform. Social media makes it easier. [#platformchat](#)



[latta](#): [#chat](#) true, but i have seen authors seriously abuse their TWTR followers. it is a bi-directional medium, not just a bulhorn. [#platformchat](#)



[thewritermama](#): We have time for a few more Qs before we will start wrapping things up at five minutes to the hour. Plz stop questions then. [#platformchat](#)



[gregpincus](#): RT [@ASWinn](#): Be open to criticism. Be open to improvement. Be okay with rejection. Writing is a business not just an art. [#platformchat](#)



[ASWinn](#): Rejection from mags didn't bother me, just dusted self off and kept going. Eventually, broke in and kept breaking new ground. [#platformchat](#)



[journalwriter7](#): [@POSSIBILL](#) I've heard to write about something that ticks you off is a good idea. [#platformchat](#)



[Kitsune9](#): [@aswinn](#) So a platform is , in essence, everything abt the book, 2 sell & promote it , that isn't the book itself? [#platformchat](#)



[ASWinn](#): First steps: so long ago, can barely remember! But suppose it was aggressively pitching magazines. [#platformchat](#)



[POSSIBILL](#): Advice for new writers: concentrate on writing. On the side work on platform. These days social media make it easier. [#platformchat](#)



[thewritermama](#): So, what I'm hearing is that this platform stuff takes time, cultivation, planning...all the same kinds of things as writing. [#platformchat](#)

[merylevans](#): [@Evilgenius333](#) Can you give some examples of your antics? [#platformchat](#) [@mamamiller](#) IMO: in my opinion [#platformchat](#)



[thewritermama](#): [@MamaMiller](#) In my opinion... :) [#platformchat](#)



[thewritermama](#): So, bestselling books and invites to Oprah aren't just luck??? Isn't that everyone's favorite Cinderella story? [#platformchat](#)



[POSSIBILL](#): 1st steps. Was so pissed off about what was going on in my field (psychotherapy) that I began to teach seminars. Next: articles. [#platformchat](#)



[MamaMiller](#): What's IMO? [#platformchat](#)



[ASWinn](#): [@writermomma](#) Be open to criticism. Be open to improvement. Be okay with rejection. Writing is a business not just an art. [#platformchat](#)



[Evilgenius333](#): [@Steven_Chevalia](#) [#platformchat](#) - I highly recommend you use Twitter as part of your platform. You can also direct traffic to a blog/website.



[merylevans](#): [@thewritermama](#) Pub speaking does help. People love to buy from authors they meet in person. Sell many @ school author visits. [#platformchat](#)



[WritingSpirit](#): [@POSSIBILL](#) Just opened "Write is a Verb" to "change one small thing to get ur writing done." Could be said for platform, too. [#platformchat](#)



[Evilgenius333](#): [@Steven_Chevalia](#) [#platformchat](#) - I've found Twitter invaluable. Contacts for 1. But I've had agents request MS because of my antics here.



[ASWinn](#): [@Steven_Chevalia](#) Think it's helped me reach readers who never would have heard of me. Gives them sense of my voice/writing. [#platformchat](#)



[thewritermama](#): RT [@ASWinn](#): Building name recognition, branding yourself, becoming an expert in an area. [@thewritermama](#) has great book on it! [#platformchat](#)



[thewritermama](#): RT [@POSSIBILL](#): I had 10 years of public speaking before my first book. Helped sell the first one. [#platformchat](#)



[writermomma](#): If you gave just one piece of advice to new writers, what would it be? [#platformchat](#)



[merylevans](#): Someone asked what "CL market" is -- I'm sure a few are wondering the same thing. [#platformchat](#)



[thewritermama](#): Guests, what were the first steps you took in platform-building? [#platformchat](#)



[ASWinn](#): [@Kitsune9](#) Building name recognition, branding yourself, becoming an expert in an area. [@thewritermama](#) has a great book on it! [#platformchat](#)



[thewritermama](#): Good point. [@aswinn](#) writes both nonfiction and fiction. The two can feed each other. Thanks, [@evilgenius333](#) [#platformchat](#)



[ASWinn](#): [@maggiedana](#) Agreed re: fiction vs. non, but can start blog, twitter, etc, which makes readers more loyal and builds name. [#platformchat](#)



[POSSIBILL](#): I had 10 years of public speaking before my first book. Helped sell the first one. [#platformchat](#)



[Evilgenius333](#): [#platformchat](#) I would add that getting on your platform is equally beneficial regardless of fiction/non-fiction writing.



[thewritermama](#): Example: [@aswinn](#) writes for magazines and went to editors to promote her books. That was part of her platform. [#platformchat](#)



[POSSIBILL](#): Twitter has been a bit useful. Just started recently. Actually being on this interview got me more writing followers. [#platformchat](#)



[merylevans](#): Both [@aswinn](#) and [@possibill](#) suggest building platform now unless it gets in the way of writing. [#platformchat](#)



[ASWinn](#): [@ambersa42](#) And are usually more willing to test out new writers than biggie mags. Then you've gotten clips to build on. [#platformchat](#)



[thewritermama](#): Seth Godin recommends three years of effort before the book. I think that's still wise. Harder to go faster than that. [#platformchat](#)



[ASWinn](#): [@ambersa42](#) I think so, but I suggest starting smaller: websites are GREAT ways that always need new content. [#platformchat](#)



[Steven Chevalia](#): [#platformchat](#) How useful has twitter been in building your platform?



[maggiedana](#): [@ASWinn](#) CL market? [#platformchat](#)



[ASWinn](#): [@thewritermama](#) Don't think it's ever too early, do you? Unless it's impeding w/your writing. [#platformchat](#)



[POSSIBILL](#): Best time to build platform. Now. I'm always working to put more planks in my platform. [#platformchat](#)



[Kitsune9](#): [@aswinn](#) oops, that "too", of course. Jeesh... [#platformchat](#)



[thewritermama](#): [@Kitsune9](#) Not sure about the def. of platform? <http://bit.ly/xLnbw>([expand](#)) Also, Get Known Before the Book Deal fr [@WritersDigest](#). [#platformchat](#)



[POSSIBILL](#): High concept/elevator pitch - You can clearly tell someone what your books is (genre, main point) in few words. [#platformchat](#)



[merylevans](#): [@Kitsune9](#) RT [@thewritermama](#) Not sure about the def. of platform? <http://bit.ly/xLnbw> (expand) [#platformchat](#)



[thewritermama](#): Another one of my Qs bit the Twitter dust: How soon is the best time to start building a platform? [#platformchat](#)



[ASWinn](#): [@maggiedana](#) He transitioned to screenwriter, adapting his books, and IMO, is one of the few male writers who write to CL mkt. [#platformchat](#)



[Kitsune9](#): [@aswinn](#) Ok, at risk of sounding to ignorant for words - what comprises a "platform"? [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#): Question on 1st steps to self-promo/mktg: Clear high concept (explain book in 25 words or less). Clear plan. [#platformchat](#)



[thewritermama](#): [@POSSIBILL](#) Can you explain "high concept"? [#platformchat](#)



[merylevans](#): RT [Kitsune9](#) asked [@aswinn](#) What are the first steps to self-marketing your work? [#platformchat](#)



[maggiedana](#): Platform is harder to define for fiction, esp. women's fiction, than it is for non-fiction. What can novelists do about this? [#platformchat](#)



[merylevans](#): Oh no... my list of books to buy and read just grow a bit longer. But I trust these are fab books. [#platformchat](#)



[maggiedana](#): [@ASWinn](#) Can you explain his 'platform'? Does he have one, other than being a fab. writer? [#platformchat](#)



[POSSIBILL](#): Previous question was 1st steps to self-promo/mktg. Clear high concept(explain book in 25 words or less). Clear plan. [#platformchat](#)



[journalwriter7](#): [@ASWinn](#) I suppose 1 of the thing most intimidating is tooting yr horn when just getting started. dont feel lk an expert. [#platformchat](#)



[ASWinn](#): [@maggiedana](#) Agreed. Love him. Can't wait for new book in August. [#platformchat](#)



[thewritermama](#): Guests, we will alert you if you miss a question. So no worries. [#platformchat](#)



[maggiedana](#): [@ASWinn](#) You mentioned [@jtropper](#). I've read all his books and I love his voice, his characters ... plus he makes me laugh. [#platformchat](#)



[MamaMiller](#): [#platformchat](#) today with Christina Katz and others in the publishing "know". All writers welcome to join NOW.



[merylevans](#): RT [@POSSIBILL](#): Stress platform as well as your great book when approaching agents. Make it easy for them to say yes. [#platformchat](#)



[thewritermama](#): 30 min left: Time to open it up for Q&A. Plz direct general questions to both of our guests. Guests plz speak to the group. [#platformchat](#)



[merylevans](#): RT [@ASWinn](#) I think [#1](#) word of advice is to be confident in yourself but not pushy. You're your only advocate at the end of day. [#platformchat](#)



[thewritermama](#): About Q&A: Plz do not ask our guests to analyze your particular platform. No can do in a short chat like this. Thanks! [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#) Look in Acknow section of books similar to yours. Look up in books or on web. Ask anyone you know. 6 degrees. [#platformchat](#)



[ASWinn](#): I think [#1](#) word of advice is to be confident in yourself but not pushy. You're your only advocate at the end of day. [#platformchat](#)



[POSSIBILL](#): Stress platform as well as your great book when approaching agents. Make it easy for them to say yes. [#platformchat](#)



[merylevans](#): RT [@ASWinnQ6](#): Also, can't be afraid to work connections: w/ 1st book, I went back to my mag editors to see if they'd cover it. [#platformchat](#)



[ASWinn](#): Q7: Kickass query letter. Smart, unique, witty writing in query letter. Kickass manuscript. Well-researched agent pitch list. [#platformchat](#)



[thewritermama](#): In five minutes we will open up for questions. Guests, anything else to add to the 7 Qs before we do that? Great advice here! [#platformchat](#)



[ASWinn](#): Q7: Radical? Not really. Think the basics can place you in great hands, not a lot of shortcuts. [#platformchat](#)



[POSSIBILL](#): I found an agent in one day, see my story at: <http://bit.ly/RwHzs> (expand) [#platformchat](#)



[POSSIBILL](#): The usual. Look in Acknowledgment section of books similar to yours. Look up in books or on web. Ask anyone you know. 6 degrees. [#platformchat](#)



[thewritermama](#): Q7. Agents and publishers. Any radical advice on how writers can find those which are best for them? [#platformchat](#)



[ASWinn](#): Q6: Also, can't be afraid to work connections: w/ 1st book, I went back to my mag editors to see if they'd cover it. Many did. [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#) My desire to make a difference in the world & have a hell of a good time doing it. Passion-pissed & blissed. [#platformchat](#)



[ASWinn](#): Q6: Had to be ok trusting others,. When PR rep suggests something, for ex, have to remember that she knows what she's doing. [#platformchat](#)



[Dr_Cher](#): Passion-pissed & blissed ---- THIS is why I love learning from Bill! [#platformchat](#)



[POSSIBILL](#): Intimidation not being trained or naturally skilled at it. Intimidation/time challenges in learning Web-based marketing. [#platformchat](#)



[thewritermama](#): Q6. What habits or impulses did you have to unlearn to be the successful marketer you are? [#platformchat](#)



[thewritermama](#): Thanks for holding Q's for about seven more minutes, everyone. [#platformchat](#)



[POSSIBILL](#): Also persistence, money, after so many books it is much easier to write & to get published [#platformchat](#)



[thewritermama](#): Sorry about the Twitter burps. We just roll with it. :) [#platformchat](#)



[Kitsune9](#): [@aswinn](#) Hopping in a bit late! So what are the first steps to self-marketing your work? [#platformchat](#)

[POSSIBILL](#): My desire to make a difference in the world& have a hell of a good time doing it & work for myself. Passion-pissed & blissed. [#platformchat](#)



[thewritermama](#): Me too! Q5. Being an author is a ton of work. What makes you tick as a writer? What keeps you going? [#platformchat](#)



[ASWinn](#): Q5: Love the creative outlet. Love discovering perf sentence. Love hearing feedback from readers with whom my words resonate. [#platformchat](#)



[thewritermama](#): Bear with [@aswinn](#)...she has no childcare today! (We are all very impressed, Allison.) [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#): Not much of a joiner; no orgs. Too shy to approach pot mentors, but observe speakers & authors from afar. [#platformchat](#)



[ASWinn](#): Q4: Also minored in mktg at Wharton in college, so learned basics then. Mkting writing is same as mkting soap. [#platformchat](#)



[ASWinn](#): Q4: Admire Jonathan Tropper's career. ([@jtroppe](#)r) Hope to model his. [#platformchat](#)



[alisonpace](#): RT [@aswinn](#) Writers/peeps interested in self-promo, come join 2pm [#platformchat](#).



[POSSIBILL](#): Seth Godin and Cory Doctorow (and now Chris Anderson) did teach me to give stuff away to build platform. [#platformchat](#)



[POSSIBILL](#): Not much of a joiner; no organizations. Too shy to approach potential mentors, but did observe speakers & authors from afar. [#platformchat](#)



[POSSIBILL](#): My editors became my inadvertent writing mentors, by teaching me about good writing by fixing my bad writing. [#platformchat](#)



[thewritermama](#): Q4. Did you have any mentors or role models? Did you take any classes or join any helpful orgs? [#platformchat](#)



[merylevans](#): RT [@ASWinn](#): Q2: Been unafraid to toot my own horn. I think, too often, writers forget to be their biggest advocates. [#platformchat](#)



[POSSIBILL](#): 3. Too future-focused. More interested in the next project than supporting the previous one. [#platformchat](#)



[merylevans](#): RT [@POSSIBILL](#): 3.Learned Web marketing.Videos,emails,social net sites,free gifts when people purchase books,podcasts,blogs,etc [#platformchat](#)



[ASWinn](#): Q3: Believing that self-promo can change everything. It can change some things, but not everything. [#platformchat](#)



[POSSIBILL](#): 2. Too many varied interests and topics. Less focus than I could have/should have had [#platformchat](#)



[thewritermama](#): [@merylevans](#) But nothing wrong with saying, "I published a book." Better than not saying. Writers need get used to it. :) [#platformchat](#)



[POSSIBILL](#): 1. Too scattered. Shotgun approach. Not enough pre-thinking or planning. [#platformchat](#)



[merylevans](#): [@ASWinn](#) Social media makes it easier to toot our horns, me thinks -- without the need to say, "Hey, I published a book!" [#platformchat](#)



[POSSIBILL](#): See an example of my latest free video tutorials for writers at <http://bit.ly/D1G1f> (expand) [#platformchat](#)



[thewritermama](#): Q3. What are the three biggest mistakes you've ever made marketing yourself or your books? [#platformchat](#)



[thewritermama](#): RT [@POSSIBILL](#): 2. Become a speaker; helped publishers say "yes" to my proposals, knew I could get my books in front of people. [#platformchat](#)



[POSSIBILL](#): 3. Learned Web marketing. Videos, emails, social networking sites, free gifts when people purchase my books, podcasts, blogs, etc. [#platformchat](#)



[ASWinn](#): Q2: Chosing smart team. Credit my agent who paired me w/right pub/mktg team. Refused to compromise in finding right agent. [#platformchat](#)



[ASWinn](#): Q2: Been unafraid to toot my own horn. I think, too often, writers forget to be their biggest advocates. [#platformchat](#)



[POSSIBILL](#): 2. Become a speaker; this helped publishers decide "yes" to my book proposals; they knew I could get my books in front of people. [#platformchat](#)



[ASWinn](#): Q2: Start my blog – made some great relationships who spread the word beyond just my website. [#platformchat](#)



[POSSIBILL](#): 1. Got on Oprah (this one was luck, but I did write a good book that appealed to her-Do One Thing Different; HarperCollins). [#platformchat](#)



[thewritermama](#): Q2. What are the three smartest things you've done to promote your books? [#platformchat](#)



[thewritermama](#): RT [@ASWinn](#): Understand that to be successful, you have to treat your career like any other product. You're selling yourself. [#platformchat](#)



[thewritermama](#): Repeat: The latter landed [@possibill](#) on Oprah. His latest book came out in June, A Guide to Trance Land. [#platformchat](#)



[POSSIBILL](#): Books, audios, observed & modeled on others to learn marketing. Tried things;Failed;Tried again;Failed better (Beckett quote) [#platformchat](#)



[thewritermama](#): Repeat: Bill O'Hanlon has written 29 (count 'em!) books so far, including Write Is a Verb and Do One Thing Different. [#platformchat](#)



[POSSIBILL](#): Definitely not born that way. Lame-o marketer. Trained as a psychotherapist, not in business. Learned on the job. [#platformchat](#)



[ASWinn](#): Understand that to be successful, you have to treat your career like any other product. You're just selling yourself. [#platformchat](#)



[magiedana](#): [@aswinn](#) Hi there! Hi to [@possibill](#) (love that handle), too.[#platformchat](#)



[thewritermama](#): Q1. How did you both get to be so marketing savvy? Born that way or had to learn as you went along? [#platformchat](#)



[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](#)



[thewritermama](#): The latter landed [@possibill](#) on Oprah. His latest book came out in June, A Guide to Trance Land. [#platformchat](#)



[thewritermama](#): [@aswinn](#) is also a member of the group blog, Writer Unboxed, and has a third novel coming out soon. She'll fill us in later. [#platformchat](#)



[thewritermama](#): I was already a fan of Allison's blog "Ask Allison" when I read her book, Time of My Life, earlier this year. It rocks! [#platformchat](#)



[thewritermama](#): Intros: Our guests today are novelist & profiler Allison Winn Scotch ([@aswinn](#)) & author of 29 bks Bill O'Hanlon ([@possibill](#)). [#platformchat](#)



[thewritermama](#): [#platformchat](#) feedback: We love it. Please wait until the chat is over. Send to christinakatz@earthlink.net or DM. [#platformchat](#)



[thewritermama](#): Guests will give examples of a person with a strong platform in all caps. So we can Google them later. [#platformchat](#)



[thewritermama](#): Da rules: Listen to guests, then ask questions during Q&A. Avoid dominating, self-promotion, or hijacking chat. [#platformchat](#)



[thewritermama](#): Format: I ask 2 guests 7 questions in 30 minutes, then you have 30 minutes for Q&A, & 5 minutes to wrap it all up. [#platformchat](#)



[thewritermama](#): My co-moderator is [@merylkevans](#), who is queen of the Internet, as far as I'm concerned. You'll soon see for yourself. [#platformchat](#)



[maggiedana](#): Hi everyone. Let's all hold hands, breathe deeply, and CHALLENGE Twitter to behave itself! [#platformchat](#)



[thewritermama](#): Welcome! I'm the host and one of the moderators, Christina Katz, author of Get Known Before the Book Deal & Writer Mama. [#platformchat](#)



[DebraMarrs](#): RT [@POSSIBILL](#): I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



[thewritermama](#): I'm a teacher, speaker and author, so this chat is more like an educational spotlight on our two expert guests. [#platformchat](#)



[thewritermama](#): Not sure about the def. of platform? <http://bit.ly/xLn timer> (expand) Also, I wrote Get Known Before the Book Deal from [@WritersDigest](#). [#platformchat](#)



[journalwriter7](#): Will be tweeting a bit more; all writers welcome to join [#platformchat](#).



POSSIBILL: I define platform as C.A.R.V.E. Connections, Accomplishments, Reputation, Visibility, and Evidence. [#platformchat](#)



thewritermama: Not sure about the def. of platform? <http://bit.ly/xLnbw> ([expand](#)) Also I wrote Get Known Before the Book Deal from [@WritersDigest](#). [#platformchat](#)



thewritermama: A platform-strong writer is one with influence. It's everything you DO with your expertise (write, teach, speak, etc). [#platformchat](#)



thewritermama: Quick announcement: Platform 101, Discover Your Specialty begins August 12th. More info <http://bit.ly/8WSJs> ([expand](#)). [#platformchat](#)