

Topic: Service without Self-Sacrifice

Next chat: August 21 @ 11am PT / 1pm CT

Guests: Chris Brogan and Wendy Burt-Thomas

Next guests: [To be announced on blog](#)



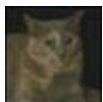
[thewritermama](#) Happy weekend to all. Our work is done here...until next time! Hope to see you at the 8/21 [#platformchat](#) half a minute ago from Tweetchat



[tones810](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. less than a minute ago from Tweetdeck



[800ceoread](#) RT [@chrisbrogan](#): [#platformchat](#) Authors: build relationships. Learn the business of books. Great ideas don't sell. People and relevance sell. less than a minute ago from Tweetdeck



[journalwriter7](#) Appreciated all the inside pov's; especially with helping others. Good energy tweets! [#platformchat](#) less than a minute ago from Tweetdeck



[thewritermama](#) Thanks so much for coming, everyone. We work hard to try and make it helpful-rich. :) [#platformchat](#) half a minute ago from Tweetchat



[ThereseWalsh](#) RT [@merylevans](#) [@rebeccawoodhead](#) Two weeks from today. August 21st. Same tweet time. Same tweet channel. [#platformchat](#) [#platformchat](#) half a minute ago from Tweetchat



[angelfly72](#) RT [@thewritermama](#): And don't miss The Writer Mama Back-to-School Giveaway every day Sept! <http://thewritermama.wordpress.com/> [#platformchat](#) less than a minute ago from Tweetdeck



[djstoddard](#) [@rebeccawoodhead](#) This may be a topic someday all by itself... saving papers or not to save papers. [#platformchat](#) half a minute ago from web



[WendyBurt](#) [@DebraMarrs](#) Thank you! [#platformchat](#) half a minute ago from Tweetchat



[DebraMarrs](#) [@thewritermama](#) [@merylkevans](#) Thanks so much for starting [#platformchat](#). Is my [#1 #chat](#) to follow bec. of great content! TY [#platformchat](#) half a minute ago from Tweetchat



[journalwriter7](#) Thanks to [@thewritermama](#) [@WendyBurt](#) [@merylevans](#) [@chrisbrogan](#) for another informative [#platformchat](#)! less than a minute ago from Tweetdeck



[kbeninato](#) ReDefine 8/29 on Katrina Anniverary [@WendyBurt](#) Pitch book on relationships during Grandparents Week, idea & yourself as expert [#platformchat](#) half a minute ago from web



[rebeccawoodhead](#) [@DebraMarrs](#) everyone should follow [@chrisbrogan](#). He's a down to earth genius and a really nice chap too. [#platformchat](#) half a minute ago from Tweetchat



[DebraMarrs](#) [@WendyBurt](#) Been a fan for awhile and am grateful for your insights today. Looking forward to ongoing connections [#platformchat](#) half a minute ago from web



[DorothyHearst](#) [#platformchat](#). Thanks all, will be back next week half a minute ago from web



[merylkevans](#) [@rebeccawoodhead](#) Two weeks from today. August 21st. Same tweet time. Same tweet channel. [#platformchat](#) half a minute ago from Tweetchat



[rebeccawoodhead](#) when is next platformchat? [#platformchat](#) 1 minute ago from Tweetchat



[DebraMarrs](#) Thank YOU [@chrisbrogan](#) for your useful tips on serving customers; can't believe I wasn't already following you [#platformchat](#) 2 minutes ago from Tweetchat



[rebeccawoodhead](#) interesting chat. Thanks :) BTW The world's oldest Sunday newspaper is under threat. Great if people tweet [#savetheobserver](#) [#platformchat](#) 2 minutes ago from [Tweetchat](#)



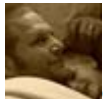
[djstoddard](#) Thanks to all of you for putting this out here. My first one of these... Great info and ideas. [#platformchat](#) 2 minutes ago from [web](#)



[thewritermama](#) Feel free to thank our guest...two minutes to go. [#platformchat](#) half a minute ago from [Tweetchat](#)



[sujamthe](#) Engagement=Trust So true! RT [@chrisbrogan](#) [#platformchat](#) In an attention war, trust is an important currency less than a minute ago from [Tweetdeck](#)



[chrisbrogan](#) Thanks to all you [#platformchat](#) folks, and to [@thewritermama](#) and to [@wendyburt](#) . Tons of fun. less than a minute ago from [Seesmic](#)



[MamaMiller](#) Thanks! [#platformchat](#) less than a minute ago from [Tweetchat](#)



[thewritermama](#) Wendy & Chris, please feel free to add any events or news to the chat now. Thanks again so much for coming! [#platformchat](#) less than a minute ago from [Tweetchat](#)



[sweetsue](#) [@thewritermama](#) Thanks for hosting such as well-done [#chat](#) session! Looking forward to participating again. [#platformchat](#) less than a minute ago from [web](#)



[merylevans](#) RT [@thewritermama](#): Thanks for buzzing [#platformchat](#) everywhere you wander. :) Seconding that. It succeeds because of your bzzz [#platformchat](#) less than 20 seconds ago from [Tweetchat](#)



[robyntweettweet](#) [@thewritermama](#) Great [#platformchat](#) again this week. Thanks so much to all! Always learn a ton from your and your guests. half a minute ago from [Tweetdeck](#)



[angelfly72](#) [@journalwriter7](#) It really does make a difference to have a writing group to talk to while on line! [#platformchat](#) half a minute ago from Tweetdeck



[rebeccawoodhead](#) [@DebraMarrs](#) loving all the RTs. Thanks :) [#platformchat](#) less than a minute ago from Tweetchat



[thewritermama](#) And don't miss The Writer Mama Back-to-School Giveaway every day in September!<http://thewritermama.wordpress.com/> [#platformchat](#) less than a minute ago from Tweetchat



[WendyBurt](#) Thanks for having me. Great fun! [#platformchat](#) less than a minute ago from Tweetchat



[jloakley](#) [#platformchat](#) Thanks for the chat. Will work on answers for interviews. I tend to ramble.less than a minute ago from web



[andrewmueller](#) [@chrisbrogan](#) yes, but it is the cause of "problem" customers that needs to be addressed + this could be a blessing in disguise [#platformchat](#) 1 minute ago from Tweetgrid



[thewritermama](#) [#platformchat](#) feedback welcome. Please send yours to christinakatz@earthlink.net or DM. [#platformchat](#) 1 minute ago from Tweetchat



[thewritermama](#) Thanks for coming to [#platformchat](#). Come on back on August 21st for more great tips on how to build your platform. Guests TBA. [#platformchat](#) 1 minute ago from Tweetchat



[thewritermama](#) Plz sub to my e-zines (3), read my blogs (4), or my books (2) & contact me to speak. More @ <http://christinakatz.com>. [#platformchat](#) 2 minutes ago from Tweetchat



[angelfly72](#) RT [@WendyBurt](#): pitch your book on relationships during Grandparents Week or Mother's Daybut pitch an idea & yourself as expert [#platformchat](#) half a minute ago from Tweetdeck



[thewritermama](#) Thanks for buzzing [#platformchat](#) everywhere you wander. :) [#platformchat](#)
half a minute ago from [Tweetchat](#)



[ThereseWalsh](#) [@merylevans](#) I think so. The link between depression & art is so well correlated. Have you read Van Gogh Blues? [#platformchat](#) [#platformchat](#) half a minute ago from [Tweetchat](#)



[DebraMarrs](#) RT [@WendyBurt](#): [@angelfly72](#) "Twitter is the modern Prozac" = both are addictive! ;) [#platformchat](#) less than a minute ago from [Tweetchat](#)



[thewritermama](#) I'm Christina Katz, host of [#platformchat](#). I wrote Get Known Before the Book Deal & Writer Mama for Writer's Digest. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[thewritermama](#) Books by recent [#platformchat](#) guests. Celebrating our fourth chat today! <http://bit.ly/iZHup> [#platformchat](#) 1 minute ago from [Tweetchat](#)



[rebeccawoodhead](#) [@angelfly72](#) glad you like it :) [#platformchat](#) 1 minute ago from [Tweetchat](#)



[thewritermama](#) Get or stay Internet-savvy by following [@merylkevans'](#) blog: <http://www.meryl.net/section/blog/> [#platformchat](#) 1 minute ago from [Tweetchat](#)



[DebraMarrs](#) RT [@WendyBurt](#): My best clients are relatively easy to work w/ and CONSISTENT in how much work they give me. [DITTO me too] [#platformchat](#) 1 minute ago from [Tweetchat](#)



[thewritermama](#) Learn more about Wendy Burt Thomas at her blog: <http://askwendy.wordpress.com/> [#platformchat](#) less than 20 seconds ago from [Tweetchat](#)



[thewritermama](#) Learn more about Chris Brogan and Trust Agents at his website: <http://www.chrisbrogan.com/> [#platformchat](#) half a minute ago from [Tweetchat](#)



[RebeccaMather](#) [@WendyBurt](#) [@RebeccaMather](#) It helps to go for a certain word count before you let yourself reread. Say, 500 words. [#platformchat](#) great advc half a minute ago from web



[journalwriter7](#) RT [@WendyBurt](#): My best clients are relatively easy to work w/ and CONSISTENT in how much work they give me. [#platformchat](#) half a minute ago from Tweetdeck



[WendyBurt](#) [@angelfly72](#) "Twitter is the modern Prozac" = both are addictive! ;) [#platformchat](#) half a minute ago from Tweetchat



[thewritermama](#) 5 Min left: Time to start wrapping up [#platformchat](#). Thank you so much for coming, Chris & Wendy. What's coming up next 4 u? [#platformchat](#) half a minute ago from Tweetchat



[djstoddard](#) Unrelated, but since depression is mentioned...<http://bit.ly/MOGNa> [#platformchat](#) less than a minute ago from web



[ndambrosio](#) RT [@chrisbrogan](#) [#platformchat](#) #4 - Bad customers take 4x more effort than good ones. Cultivate your best. less than a minute ago from web



[thewritermama](#) We are about to wrap up this discussion on Service without Self-sacrifice. :) [#platformchat](#) 1 minute ago from Tweetchat



[merylevans](#) RT [@WendyBurt](#): My best clients are relatively easy to work w/ and CONSISTENT in how much work they give me. Ditto in my case! [#platformchat](#) 1 minute ago from Tweetchat



[RebeccaMather](#) [@rebeccawoodhead](#) haha! love that. I think you could be right too. [#platformchat](#) half a minute ago from web



[WendyBurt](#) [@merylevans](#) It's chicken or egg. Poetry caused depression or vice versa? [#platformchat](#) half a minute ago from Tweetchat



[angelfly72](#) I love this: "Twitter is the modern Prozac!" [@RebeccaMather](#) [#platformchat](#) less than a minute ago from Tweetdeck



[ThereseWalsh](#) Agree. [@journalwriter7](#) It really does make a difference to have a writing group to talk to while on line! [#platformchat](#) [#platformchat](#) less than a minute ago from Tweetchat



[DebraMarrs](#) [@WendyBurt](#) Agree reporters, readers, editors, publishers-we are all real ppl. Is why relationship bldg helps platform 2 [#platformchat](#) less than a minute ago from Tweetchat



[WendyBurt](#) My best clients are relatively easy to work w/ and CONSISTENT in how much work they give me. [#platformchat](#) 1 minute ago from Tweetchat



[ErinJones](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. 1 minute ago from Tweetdeck



[merylevans](#) [@ThereseWalsh](#) If all poets were cured of depression, would that mean we'd have few powerful poems? [#platformchat](#) 2 minutes ago from Tweetchat



[journalwriter7](#) RT [@WendyBurt](#): [@RebeccaMather](#) It helps to go for a certain word count before you let yourself reread. Say, 500 words. [#platformchat](#) half a minute ago from Tweetdeck



[andrewmueller](#) [@chrisbrogan](#), I agree, concentrate on your most loyal enthusiastic customers but "bad" customers indicate an internal problem [#platformchat](#) less than a minute ago from Tweetgrid



[thewritermama](#) Any final Qs for our guests??? [#platformchat](#) less than a minute ago from Tweetchat



[schoolmarketer](#) Another truth from [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. less than a minute ago from Tweetdeck



[radinfo](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. <-- your top 10 are your survival [less than a minute ago](#) from [Tweetdeck](#)



[journalwriter7](#) RT [@WendyBurt](#): [@peggyfrezon](#) Practice talking, sitting & dressing properly. Tape yourself and watch it first. [#platformchat](#) [less than a minute ago](#) from [Tweetdeck](#)



[WendyBurt](#) Ex: pitch your book on relationships during Grandparents Week or around Mother's Day - but pitch an idea & yourself as expert [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[djstoddard](#) [@RebeccaMather](#) I know the feeling. It's not so much a lack of time, its a lack of wanting it done right the 1st time [#platformchat](#) [1 minute ago](#) from [web](#)



[ThereseWalsh](#) RT [@WendyBurt](#): When approaching TV/radio, it's often better to pitch your topic w/a timely tie-in instead of just your book. [#platformchat](#) [1 minute ago](#) from [Tweetdeck](#)



[journalwriter7](#) [@rebeccawoodhead](#) It really does make a difference to have a writing group to talk to while on line! [#platformchat](#) [less than 20 seconds ago](#) from [Tweetdeck](#)



[thewritermama](#) [@thinkmaya](#) And I agree, have an excellent quality online shingle to send folks to so they can find out about you in five secs. [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[dvisme](#) RT [@chrisbrogan](#): [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. [half a minute ago](#) from [Tweetdeck](#)



[angelfly72](#) RT [@rebeccawoodhead](#): [@RebeccaMather](#) maybe because writing is so solitary. Maybe less so now. Twitter is the modern Prozac! [#platformchat](#) [half a minute ago](#) from [Tweetdeck](#)



[ThereseWalsh](#) RT [@rebeccawoodhead](#) [@RebeccaMather](#) maybe because writing is so solitary. Maybe less so now. Twitter is the modern Prozac! [#platformchat](#) half a minute ago from Tweetdeck



[thewritermama](#) [@thinkmaya](#) Only mention this b/c so many writers "build it" and think they are done. Instead ask, what did I do today? [#platformchat](#) less than a minute ago from Tweetchat



[WendyBurt](#) [@RebeccaMather](#) It helps to go for a certain word count before you let yourself reread. Say, 500 words. [#platformchat](#) less than 20 seconds ago from Tweetchat



[journalwriter7](#) RT [@WendyBurt](#): When approaching TV/radio, it's often better to pitch your topic w/a timely tie-in instead of just your book. [#platformchat](#) half a minute ago from Tweetdeck



[troycorley](#) RT [@chrisbrogan](#): [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. half a minute ago from HootSuite



[angelfly72](#) RT [@WendyBurt](#): When approaching TV/radio, it's often better to pitch your topic w/a timely tie-in instead of just your book. [#platformchat](#) less than a minute ago from Tweetdeck



[WendyBurt](#) [@peggyfrezon](#) Practice talking, sitting & dressing properly. Tape yourself and watch it first. [#platformchat](#) less than a minute ago from Tweetchat



[RebeccaMather](#) [@DorothyHearst](#) [@djistoddard](#) why don't we as writers write? bc we try 2 be perfect the 1st time.>I'm like this a lot. [#platformchat](#) 1 minute ago from web



[thewritermama](#) Sorry. UPS guy at the door. Last chance for questions! Five minutes more... [#platformchat](#) 1 minute ago from Tweetchat



[rebeccawoodhead](#) [@RebeccaMather](#) maybe because writing is so solitary. Maybe less so now. Twitter is the modern Prozac! [#platformchat](#) 1 minute ago from Tweetchat



[jloakley](#) [@thewritermama](#) Technical knowledge like editing blog, pdfs, etc seem a must. Copyblogger has good tips. I'm learning. [#platformchat](#) .1 minute ago from [web](#)



[sweetsue](#) RT [@chrisbrogan](#) Great ideas don't sell. People and relevance sell. [#platformchat](#) half a minute ago from [web](#)



[thewritermama](#) Chris will be the keynote at the Writer's Digest Biz of Pub Conference in NYC. I'll be there too. Use my discount code: KatS8 [#platformchat](#) half a minute ago from [Tweetchat](#)



[WendyBurt](#) When approaching TV/radio, it's often better to pitch your topic w/a timely tie-in instead of just your book. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[ThereseWalsh](#) RT [@chrisbrogan](#): In an attention war, trust is an important currency. We have too much to do and pay attention to. [#platformchat](#) less than a minute ago from [Tweetdeck](#)



[angelfly72](#) RT [@RebeccaMather](#) NPR had a fantastic program on years ago abt writers and mental illness. Poets had highest depression rate. [#platformchat](#) less than a minute ago from [Tweetdeck](#)



[medxcentral](#) RT [@chrisbrogan](#) [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. [#platformchat](#) less than a minute ago from [web](#)



[peggyfrezon](#) Any tips how not to appear dorky and to present ourselves well on TV/radio interviews? [#platformchat](#) 1 minute ago from [web](#)



[schoolmarketer](#) Luv this truth from [@chrisbrogan](#): [#platformchat](#) - #4 The customer isn't always right. Shift your worst customers out. Focus on your GOLD. 1 minute ago from [Tweetdeck](#)



[WendyBurt](#) Deadlines are great to get you to write. Sell an idea w/ a query first. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[thinkmaya](#) [@thewritermama](#) i really think platform is a combination "is" and "do" - while focusing on our goals and where we want to be [#platformchat](#) 2 minutes ago from [Tweetdeck](#)



[djstoddard](#) [@WendyBurt](#) PDFs for review... awesome idea. But do they care that the "book" you are offering isn't in paper book form? [#platformchat](#) less than 20 seconds ago from [web](#)



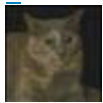
[sugarjones](#) RT [@journalwriter7](#) Share what you know. Those who find you valuable will usually buy your book. [#platformchat](#) half a minute ago from [web](#)



[cuppawine](#) RT [@chrisbrogan](#): [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. So true![#platformchat](#) less than a minute ago from [Tweetdeck](#)



[rebeccawoodhead](#) [@rebeccawoodhead](#) love your ideas about trust. [#platformchat](#) half a minute ago from [Tweetchat](#)



[journalwriter7](#) [@merylevans](#) Yes, that is a valuable take away from this chat! [#platformchat](#) half a minute ago from [Tweetdeck](#)



[WendyBurt](#) [@DebraMarrs](#) Reporters are people too and like to cover things they enjoy. [#platformchat](#) half a minute ago from [Tweetchat](#)



[WendyBurt](#) [@RebeccaMather](#) NPR had a fantastic program on years ago about writers and mental illness. Poets had highest depression rate. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[angelfly72](#) RT [@chrisbrogan](#): In an attention war, trust is an important currency. We have too much to do and pay attention to. [#platformchat](#) less than a minute ago from [Tweetdeck](#)



[rebeccawoodhead](#) [@chrisbrogan](#) sorry - didn't realised [#platformchat](#) was on or I wouldn't have tweeted you :) [#platformchat](#) 1 minute ago from [Tweetchat](#)



[DebraMarrs](#) [@WendyBurt](#) Great tip on researching reporters: Most TV stations have bios for their reporters. "Jane has 3 kids, loves... etc." [#platformchat](#) 1 minute ago from [Tweetchat](#)



[sugarjones](#) RT [@chrisbrogan](#): In an attention war, trust is an important currency. We have too much to do and pay attention to [#platformchat](#) 2 minutes ago from [web](#)



[chrisbrogan](#) [#platformchat](#) - [@thewritermama](#) - no worries. It's a welcome break from just reading in a small box. 2 minutes ago from [Seesmic](#)



[JMarcHopkins](#) TRUST! RT [@chrisbrogan](#): [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. 2 minutes ago from [Seesmic](#)



[merylevans](#) RT [@WendyBurt](#): [@journalwriter7](#) Share what you know. Those who find you valuable will usually buy your book. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[RebeccaMather](#) [@journalwriter7](#) positive personality really helps. [#platformchat](#) > Yet some of the most talented writers are known 2 have depression ;0) 2 minutes ago from [web](#)



[thewritermama](#) [@krinhoh](#) I'm so cheeky sometimes. But really this is something I learned in graduate school... ;) [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[ToddAReed](#) RT [@chrisbrogan](#): [#platformchat](#) Authors: build relationships. Learn the business of books. Great ideas don't sell. People and relevance sell. 2 minutes ago from [TwitterFon](#)



[WendyBurt](#) [@journalwriter7](#) Share what you know. Those who find you valuable will usually buy your book. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[merylevans](#) RT [@chrisbrogan](#): In an attention war, trust is an important currency. We have too much to do and pay attention to. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[secretsushi](#) RT [@chrisbrogan](#): [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. [3 minutes ago](#) from [Seismic](#)



[thewritermama](#) Speaking of attention wars, [@chrisbrogan](#), I know you took time from your recording session for TA to do this. Much gratitude! [#platformchat](#) [3 minutes ago](#) from [Tweetchat](#)



[sarahsoczka](#) RT [@chrisbrogan](#) [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. - So true! [half a minute ago](#) from [web](#)



[DebraMarrs](#) [@journalwriter7](#) Ppl follow those they know, like, and trust. Platform bldg. results when authors share useful content [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[DorothyHearst](#) [@djstoddard](#) why don't we as writers write? bc we try 2 be perfect the 1st time. Be willing to write junk to start with. [#platformchat](#) [less than a minute ago](#) from [web](#)



[chrisbrogan](#) [#platformchat](#) In an attention war, trust is an important currency. We have too much to do and pay attention to. [1 minute ago](#) from [Seismic](#)



[krinhoh](#) LMAORT [@thewritermama](#): Questions usually have question marks at the end. ;) [#platformchat](#) [less than 20 seconds ago](#) from [Tweetdeck](#)



[ToddAReed](#) RT [@chrisbrogan](#): [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge. [half a minute ago](#) from [TwitterFon](#)



[WendyBurt](#) [@djstoddard](#) Christina turned me on to PDFs of your book for review copies. No more mailing costs! [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[thewritermama](#) [@WendyBurt](#) Thanks. Great detail. :) [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[thewritermama](#) Juicy Q: RT [@andrewmueller](#): [@thebrandbuilder](#) Really! what exactly is a "bad" customer? cc [@chrisbrogan](#) [#platformchat](#) #4 [#platformchat](#) less than a minute ago from [Tweetchat](#)



[WendyBurt](#) [@thewritermama](#) Most TV stations have bios for their reporters. "Jane has 3 kids, loves football & sits on the Art Board." [#platformchat](#) 1 minute ago from [Tweetchat](#)



[journalwriter7](#) [@DebraMarrs](#) Good point. That's why Twitter is so valuable. Makes that step easier. [#platformchat](#) 1 minute ago from [Tweetdeck](#)



[djstoddard](#) I take it, an actual book (paper form) is better than ebooks when contacting the media? Or have things changed? [#platformchat](#) 1 minute ago from [web](#)



[thewritermama](#) [@chrisbrogan](#) Can you say more about the importance of trust? Your forthcoming book is all about it. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[WendyBurt](#) [@thewritermama](#) I've learned to realistic in how much work I can accomplish with a family. No missed deadlines! [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[thewritermama](#) [@WendyBurt](#) How do we reasearch reporters? [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[DebraMarrs](#) [@journalwriter7](#) sharing writing tips, articles, posts by others costs \$0 and spreads the wealth of info = authors serving [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[andrewmueller](#) [@thebrandbuilder](#) Really! what exactly is a "bad" customer? cc [@chrisbrogan](#) [#platformchat](#) #4 2 minutes ago from [Tweetdeck](#)



[thewritermama](#) [@thinkmaya](#) Back to what I wanted to say. Platform = space? Or platform = action? [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[WendyBurt](#) [@jloakley](#) I practice so I get my key messages down. Know what you absolutely have to get across if you run out of time. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[merylevans](#) RT [@WendyBurt](#) [@troycorley](#) Direct pitches to reporters have proven better for me than PRs. Research reporters likes/beats. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[journalwriter7](#) [@WendyBurt](#) I think a positive personality really helps. [#platformchat](#) 3 minutes ago from [Tweetdeck](#)



[WendyBurt](#) [@troycorley](#) Direct pitches to reporters have proven better for me than press releases. Research reporters likes/beats. [#platformchat](#) half a minute ago from [Tweetchat](#)



[merylevans](#) RT [@WendyBurt](#): Plenty of better editors in the world, but not just selling my skills, Im selling me. Friendly, easy to work w/ [#platformchat](#) half a minute ago from [Tweetchat](#)



[thewritermama](#) [@journalwriter7](#) Actions take money but look for micro-investments you can make in your platform along the way. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[DebraMarrs](#) re: "People and relevance sell" I believe what you're doing in service to others builds trust, followers, buyers [#platformchat](#) 1 minute ago from [Tweetchat](#)



[jloakley](#) [@WendyBurt](#) How important to practice being interviewed? Create sentences for phone interviews on suggestion. [#platformchat](#) 1 minute ago from [web](#)



[WendyBurt](#) There are plenty of better editors in the world, but I'm not just selling my skills, I'm selling me. Friendly, easy to work w/ [#platformchat](#) 1 minute ago from [Tweetchat](#)



[troycorley](#) Gr8 Q! [@DebraMarrs](#) What are a few ways you've attracted media? [#platformchat](#) 2 minutes ago from [web](#)



[thewritermama](#) Guests: Ever get overloaded? Ever made a mistake or reacted as a result? Lessons? [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) Mainstream bookstores exist to sell product. It's never as idealistic as we writers feel. That said, it's fun![less than a minute ago](#) from [Seismic](#)



[WendyBurt](#) [@thewritermama](#) Two authors can pitch the same idea the same way. How does an editor choose? [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[thewritermama](#) Brilliant RT [@WendyBurt](#): [@djstoddard](#) I never think its really about time. Writers find time if they need to say something. [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[merylevans](#) RT [@WendyBurt](#): [@djstoddard](#) I never think its really about time. Writers find time if they need to say something. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[WendyBurt](#) [@djstoddard](#) I never think it's really about time. Writers find time if they need to say something. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[journalwriter7](#) [@WendyBurt](#) What is the best financial approach to platform building with serving others.? most actons take \$\$ [#platformchat](#) 3 minutes ago from [Tweetdeck](#)



[thewritermama](#) Chris said, "People and relevance sell, not ideas" can we hear more from our guests on this point? [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[WendyBurt @DorothyHearst](#) My friend was a TV reporter & said they often don't have time to even skim a book before an author is on TV. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[djstoddard](#) Question, Why don't we as writers write? Maybe it's just me. I want to write more, but I don't. Ideas as to why? [#platformchat](#) 1 minute ago from [web](#)



[DebraMarrs](#) Agree: Media wants authors that can talk about their book(s). What are a few ways you've attracted media? [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[WendyBurt @DorothyHearst](#) Media wants authors that can talk about their book(s). [#platformchat](#) half a minute ago from [Tweetchat](#)



[robyntweettweet](#) RT [@WendyBurt](#): Editing as you go is dangerous. I agree that rambling gets words on the page - which is what matters! [#platformchat](#) half a minute ago from [Tweetdeck](#)



[thewritermama](#) Questions usually have question marks at the end. ;) [#platformchat](#) less than a minute ago from [Tweetchat](#)



[DorothyHearst](#) [#platformchat](#) Q7 spend MUCH more time revising than u think you need to. Do not send early drafts to agents/publishers. Wait til u love it. [less than a minute ago](#) from [web](#)



[thewritermama](#) Don't forget to add "[#platformchat](#)" to your question, plz. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[thinkmaya](#) RT [@chrisbrogan](#): [#platformchat #5](#) - In the words of [@jeffpulver](#), "I take having fun seriously." If it's not fun, it's called work. [2 minutes ago](#) from [Tweetdeck](#)



[WendyBurt @djstoddard](#) Editing as you go is dangerous. I agree that rambling gets words on the page - which is what matters! [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[HuebnerPetersen @giselle2323](#) Good question-Perhaps A customers have a tendency to be more vocal. A "bad" customer can't be measured by volume [#platformchat](#) 2 minutes ago from [Tweetdeck](#)



[DorothyHearst #platformchat](#) Q6 The author is part of package as much as book is. 1. Write really good book. 2. make yourself appealing thru sales, promo etc 2 minutes ago from [web](#)



[djstoddard](#) Q6 I think practice (or rambling on the screen) is important for a writer. It gets you going, gets u thinking [#platformchat](#) less than a minute ago from [web](#)



[jloakley](#) Q7 Celebrate every writing moment: first draft, final draft, pub in newspaper, anthology or writing contest. Keep writing. [#platformchat](#) 1 minute ago from [web](#)

[SE Telesummit](#) RT [@thinkmaya](#): RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. <==It's abt fit. half a minute ago from [HootSuite](#)



[thewritermama](#) Plz do not ask our guests to analyze your particular platform. No can do in a short chat like this. Thanks! [Grrr...] [#platformchat](#) half a minute ago from [Tweetchat](#)



[siriakerblom #platformchat](#) - Providing exceptional services comes from the baseline feeling of wanting others to succeed. Strive to be helpful. less than a minute ago from [Twitterrific](#)



[journalwriter7](#) RT [@chrisbrogan](#): [#platformchat #7](#) Advice 2 authors: build relationships. Learn the business of books. gr8 ideas dont sell. ppl & relevan ... less than a minute ago from [Tweetdeck](#)



[thewritermama](#) 30 min left: Time to open it up for Q&A. Please direct general questions to both of our guests. Guests plz speak to the group. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[cjbruce](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. [2 minutes ago](#) from [twhirl](#)



[journalwriter7](#) RT [@WendyBurt](#): Q7: Put as much work in2 the query letter as U did the manuscript. It's yr handshake w/ an agent/publisher. [#platformchat](#) [2 minutes ago](#) from [Tweetdeck](#)



[chrisbrogan](#) [#platformchat #7](#) Advice to authors: build relationships. Learn the business of books. Great ideas don't sell. People and relevance sell. [2 minutes ago](#) from [Seesmic](#)



[WendyBurt](#) Q7: Pay a nonpartisan book editor to give you solid feedback. Your mom will love your book no matter what. [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[jloakley](#) Q6 I go to book talks, conferences and write every day. Always open to improving my craft [#platformchat](#) [less than a minute ago](#) from [web](#)



[WendyBurt](#) Q7: Put as much work into the query letter as you did the manuscript. It's your handshake w/ an agent/publisher. [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[thewritermama](#) Thanks for letting our guests finish answering the final Q, then we'll go to Q&A in just a moment... [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[merylevans](#) [@WendyBurt](#) Too true. Got a friend who has talked to me about it for 10 years and has yet to produce one thing. [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[WendyBurt](#) Q7: Don't think your work is done when you finish writing. You have to promote yourself. You are your biggest fan. And Mom. [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[bethlamie](#) RT [@chrisbrogan](#) [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. [#platformchat](#) [less than a minute ago](#) from [Tweetchat](#)



[WendyBurt](#) q6: To add to Chris's comment: Lots of folks also TALK about writing more than they write. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[DragonI](#) RT [@chrisbrogan](#) [#platformchat](#) #4 - Bad customers take 4x more effort than good ones. Cultivate your best. 2 minutes ago from [web](#)



[thewritermama](#) Q7. Being an author is long, hard work. Not everyone gets published. What's your advice to aspiring authors? [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[giselle2323](#) RT [@thebrandbuilder](#) [@chrisbrogan](#) Can you tell the difference between bad customers and very vocal dissatisfied customers? [#platformchat](#) #4 2 minutes ago from [web](#)



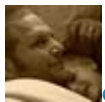
[jloakley](#) Q5 Working with historical society. Setting look for events. Took a while, but now I can go to Hawaii and know it works. [#platformchat](#) less than 20 seconds ago from [web](#)



[merylevans](#) RT [@WendyBurt](#): Q6: There is ALWAYS new stuff to learn - even for the most experienced in our industry. [#platformchat](#) half a minute ago from [Tweetchat](#)



[WendyBurt](#) Q6: Authors need to self-promote before a book deal, to get a book deal, and after the book comes out. Read Christina's book! [#platformchat](#) half a minute ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) #6 - I don't say writing practice, because there are LOTS of folks who practice but never execute. less than a minute ago from [Seesmic](#)



[WendyBurt](#) Q6: There is ALWAYS new stuff to learn - even for the most experienced in our industry. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) #6 Sales skills trump those others, because sales=relationships. If you've got relationships, you can do the rest 1 minute ago from [Seesmic](#)



[tscheich](#) RT [@chrisbrogan](#) [#platformchat](#) - Providing exceptional services comes fm baseline feeling of wanting others to succeed. Strive to be helpful.[1 minute ago from web](#)



[Mitko239](#) RT [@chrisbrogan](#): [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge.[1 minute ago from UberTwitter](#)



[sunshineyy](#) I like this. RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago from Tweetdeck](#)



[WendyBurt](#) Q6: Pro development is important becuz the industry & technology are constantly changing. Blogging, Twitter, podcasts. [#platformchat](#) [2 minutes ago from Tweetchat](#)



[BPVorsight](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago from HootSuite](#)



[WendyBurt](#) Q6: Depends what you're doing at the moment. I need sales skills for my book, but not to get new clients right now. [#platformchat](#) [2 minutes ago from Tweetchat](#)



[CIOforumSA](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago from Tweetdeck](#)



[TheTravelExpert](#) So true! RT [@chrisbrogan](#) [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago from web](#)



[journalwriter7](#) RT [@WendyBurt](#): Q5: Take days off, regular vacations and frequent breaks to stretch. Work is fun when you have time to miss it. [#platformchat](#) [3 minutes ago from Tweetdeck](#)



[s_dunn](#) TRUE but I feel I need them all RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. [3 minutes ago](#) from [Tweetdeck](#)



[merylevans](#) RT [@WendyBurt](#): Q5: Take days off, regular vacations and frequent breaks to stretch. Work is fun when you have time to miss it. [#platformchat](#) [3 minutes ago](#) from [Tweetchat](#)



[journalwriter7](#) RT [@WendyBurt](#): Q5: Keep it fun with variety! [#platformchat](#) (Amen to that!) [3 minutes ago](#) from [Tweetdeck](#)



[thewritermama](#) Q6. What is most crucial for pro writers: writing practice, sales skills, professional development, or self-promotion? Or...? [#platformchat](#) [3 minutes ago](#) from [Tweetchat](#)



[WendyBurt](#) Q5: I schedule time to chat with other writers. Camaraderie makes work fun. Christina and I chat regularly for support. [#platformchat](#) [3 minutes ago](#) from [Tweetchat](#)



[thewritermama](#) Q6. What is most crucial for pro writers: writing practice, sales skills, professional development, or self-promotion? Or...? [#platformchat](#) [4 minutes ago](#) from [Tweetchat](#)



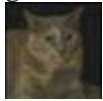
[WendyBurt](#) Q5: I schedule time to chat with other writers. Camaraderie makes work fun. Christina and I chat regularly for support. [#platformchat](#) [4 minutes ago](#) from [Tweetchat](#)



[thebrandbuilder](#) [@chrisbrogan](#) Can you tell the difference between bad customers and very vocal dissatisfied customers? [#platformchat #4](#) [4 minutes ago](#) from [Tweetdeck](#)



[justinrussell](#) RT [@chrisbrogan](#) [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best. [4 minutes ago](#) from [Tweeie](#)



[journalwriter7](#) RT [@WendyBurt](#): Q5: i'm always wrkn on diff types of projects during the day; books, greeting cards, editing, articles, blog. [#platformchat](#) [4 minutes ago](#) from [Tweetdeck](#)



[thewritermama](#) RT [@chrisbrogan](#): #5 - In the words of [@jeffpulver](#), "I take having fun seriously." If its not fun, its called work. [#platformchat](#) 4 minutes ago from [Tweetchat](#)



[kbeninato](#) Worst combination? Super mean non-payer. [@chrisbrogan](#) [#platformchat](#) #4 Bad customers take 4x more effort than good ones. Cultivate your best 4 minutes ago from [web](#)



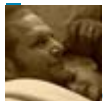
[thewritermama](#) Simplest way to follow this chat. Go to your home Twitter page and type "platformchat" into search. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[WendyBurt](#) Q5: Take days off, regular vacations and frequent breaks to stretch. Work is fun when you have time to miss it. [#platformchat](#) less than a minute ago from [Tweetchat](#)



[journalwriter7](#) RT [@chrisbrogan](#): [#platformchat](#) #4 - Bad customers take 4x more effort than good ones. Cultivate your best. 1 minute ago from [Tweetdeck](#)



[chrisbrogan](#) [#platformchat](#) #5 - In the words of [@jeffpulver](#), "I take having fun seriously." If it's not fun, it's called work. 1 minute ago from [Seismic](#)



[kmohara](#) RT [@andysowards](#): RT [@chrisbrogan](#) [#platformchat](#) - #4- the customer isn't always right. Shift your worst customers out. Focus on your GOLD. 1 minute ago from [Tweetdeck](#)



[WendyBurt](#) Q5: Keep it fun with variety! [#platformchat](#) 1 minute ago from [Tweetchat](#)



[merylevans](#) RT [@chrisbrogan](#) #4- the customer isnt always right. Shift your worst customers out. Focus on your GOLD. [#platformchat](#) 1 minute ago from [Tweetchat](#)



[WendyBurt](#) Q5: I am always working on different types of projects during the day; books, greeting cards, editing, articles, blog. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[jennypratt](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago](#) from [Tweetdeck](#)



[thinkmaya](#) RT [@chrisbrogan](#): [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[2 minutes ago](#) from [Tweetdeck](#)



[jeremeyweeks](#) TRULY! RT [@chrisbrogan](#): [#platformchat](#) - #4- the customer isn't always right. Shift your worst customers out. Focus on your GOLD.[2 minutes ago](#) from [Tweetdeck](#)



[andysowards](#) RT [@chrisbrogan](#) [#platformchat](#) - #4- the customer isn't always right. Shift your worst customers out. Focus on your GOLD. *AMEN[2 minutes ago](#) from [web](#)



[robyntweettweet](#) [@cyuskoff](#) I can help ya. Just search [#platformchat](#) in either Tweetdeck or Tweetgrid
[2 minutes ago](#) from [Tweetdeck](#)



[thewritermama](#) Q5. It's seems like in order to be kind to others, you'd have to be kind to yourself. True? How do you keep your work fun? [#platformchat](#) [2 minutes ago](#) from [Tweetchat](#)



[thewritermama](#) RT [@chrisbrogan](#): #4- the customer isnt always right. Shift your worst customers out. Focus on your GOLD. [#platformchat](#) [half a minute ago](#) from [Tweetchat](#)



[Exobus](#) RT [@chrisbrogan](#): [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge.[half a minute ago](#) from [Tweetdeck](#)



[chrisbrogan](#) [#platformchat #4](#) - Bad customers take 4x more effort than good ones. Cultivate your best.[less than a minute ago](#) from [Seesmic](#)



[journalwriter7](#) RT [@WendyBurt](#): Q4: The customer is NOT always rt, sometimes it's my job 2 tell them y. I get paid 2 consult 4 a reason. [#platformchat](#) less than a minute ago from Tweetdeck



[chrisbrogan](#) [#platformchat](#) - #4- the customer isn't always right. Shift your worst customers out. Focus on your GOLD. 1 minute ago from Seismic



[TinaMBean](#) RT [@WendyBurt](#): giv yr clients more than they ask 4. Make yourself indispensable & clients will pay U wht you're worth. [#platformchat](#) 2 minutes ago from Tweetchat



[merylevans](#) RT [@WendyBurt](#): Q4 I'm always nice, but I can still set boundaries. I run a business but I also run a household. Set your hours [#platformchat](#) 2 minutes ago from Tweetchat



[cyuskoff](#) [@thewritermama](#) ty. where to i go to join [#platformchat](#) . do you have a link? 2 minutes ago from Seismic

[journalwriter7](#) RT [@WendyBurt](#): Q4: The customer is NOT always rt, sometimes it's my job 2 tell them y. I get paid 2 consult 4 a reason. [#platformchat](#) half a minute ago from Tweetdeck



[chrisbrogan](#) [#platformchat](#) - #4- the customer isn't always right. Shift your worst customers out. Focus on your GOLD. half a minute ago from Seismic



[TinaMBean](#) RT [@WendyBurt](#): giv yr clients more than they ask 4. Make yourself indispensable & clients will pay U wht you're worth. [#platformchat](#) 1 minute ago from Tweetchat



[merylevans](#) RT [@WendyBurt](#): Q4 I'm always nice, but I can still set boundaries. I run a business but I also run a household. Set your hours [#platformchat](#) 1 minute ago from Tweetchat



[cyuskoff](#) [@thewritermama](#) ty. where to i go to join [#platformchat](#) . do you have a link? 1 minute ago from Seismic



[journalwriter7](#) RT [@WendyBurt](#): giv yr clients more than they ask 4. Make yourself indispensable & clients will pay U wht you're worth. [#platformchat](#) 3 minutes ago from [Tweetdeck](#)



[jloakley](#) [#platformchat](#) The platform I'm developing center around my passions of writing and history. I offer talks on researching for novels, memoir. [3 minutes ago](#) from [web](#)



[WendyBurt](#) Q4: The customer is NOT always right, sometimes it's my job to tell them why. I get paid to consult for a reason. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[TinaMBean](#) RT [@chrisbrogan](#): [#platformchat](#) -Customer service takes years 2 perfect. U start @ general mechanical service &aspire 2concierge. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[thewritermama](#) [@cyuskoff](#) Everyone is welcome to come to [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[sweetsue](#) T [@chrisbrogan](#) Customer services takes years to perfect. You start at general mechanical service and aspire to concierge. [#platformchat](#) 3 minutes ago from [Tweetgrid](#)



[MamaMiller](#) [#platformchat](#) [#platfromchat](#) 3 minutes ago from [Tweetchat](#)



[thewritermama](#) [@thinkmaya](#) Let's come back to this, Maya. I want to add something... [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[WendyBurt](#) Q4: I'm always nice, but I can still set boundaries. I run a business but I also run a household. Set your hours. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[JoseMNoriega](#) RT [@chrisbrogan](#): [#platformchat](#) NOW- Providing exceptional services comes from [...] wanting others to succeed. Strive to be helpful. [3 minutes ago](#) from [Seesmic](#)



[SignalMarketing](#) RT [@chrisbrogan](#): [#platformchat](#) NOW- Providing exceptional services comes from [...] wanting others to succeed. Strive to be helpful.[3 minutes ago](#) from [Seismic](#)



[BrianMcDaniel](#) [@chrisbrogan](#) [#platformchat](#) - You can build concierge customer service from the ground up. Perfection evolves with buy in.[3 minutes ago](#) from [Tweetdeck](#)



[thewritermama](#) Q4. Is the customer REALLY always right? What if the customer is a big pain in the neck? Are you always able to be nice? [#platformchat](#) [4 minutes ago](#) from [Tweetchat](#)



[cyuskoff](#) [@chrisbrogan](#) is [#platformchat](#) open to anyone? great idea.[4 minutes ago](#) from [Seismic](#)

[troycorley](#) [@chrisbrogan](#) I use the new [@HootSuite](#) 2.0 [#platformchat](#) altho it's having a tough go post Twitter attack[half a minute ago](#) from [HootSuite](#)



[jhnewf](#) RT [@chrisbrogan](#) [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge.[less than a minute ago](#) from [Flock](#)



[indyish](#) RT@chrisbrogan [#platformchat](#) Service without an intention of reciprocity helps-Do good things accepting that the world will get back to you.[1 minute ago](#) from [web](#)



[merylevans](#) RT [@WendyBurt](#) Give your clients more than they ask for. Make yourself indispensable and clients will pay you what you're worth [#platformchat](#) [1 minute ago](#) from [Tweetchat](#)



[thinkmaya](#) to me, a platform is almost literally the space we stand on - the foundation and reputation we create for ourselves [#platformchat](#) [1 minute ago](#) from [Tweetdeck](#)



[CCinHighHeels](#) RT [@chrisbrogan](#): [#platformchat](#) - to me, it means the ways you extend and build your voice. Platforms are for people who want to scale/span.[1 minute ago](#) from [Tweetdeck](#)



[journalwriter7](#) RT [@WendyBurt](#): Find a mentor, read how-to books, take classes, ask ?s of people who do it, not those who only talk about it. [#platformchat](#) 1 minute ago from [Tweetdeck](#)



[troycorley](#) RT [@thewritermama](#): A platform-strong writer =1w influence. It's everything u DO w/ ur expertise:write, teach, speak, etc. [#platformchat](#) 2 minutes ago from [web](#)



[WendyBurt](#) Give your clients more than they ask for. Make yourself indispensable and clients will pay you what you're worth. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[BarbaraHoward](#) RT [@chrisbrogan](#): [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge. [2 minutes ago](#) from [Tweetdeck](#)



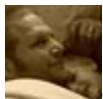
[TheRecipeBox](#) RT [@chrisbrogan](#): [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge. [2 minutes ago](#) from [Tweetdeck](#)



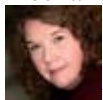
[heyrobertdavis](#) [#platformchat](#) - a platform is also a springboard for ideas you haven't had yet [2 minutes ago](#) from [Tweetdeck](#)



[WendyBurt](#) Find a mentor, read how-to books, take classes, ask ?s of people who do it, not those who only talk about it. [#platformchat](#) 2 minutes ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) - Customer services takes years to perfect. You start at general mechanical service and aspire to concierge. [2 minutes ago](#) from [Seesmic](#)



[troycorley](#) RT [@chrisbrogan](#) [#platformchat](#) Service without an intention of reciprocity helps. Do good things accepting that the world will get back to you [2 minutes ago](#) from [web](#)



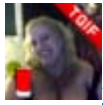
[thinkmaya](#) A platform is for anybody that wants to get known - says [@wendyburt](#) And [@chrisbrogan](#) says platform is a 2 way street [#platformchat](#) 3 minutes ago from [Tweetdeck](#)



[WendyBurt](#) Do you try to learn or you only learn as you make mistakes? I took the long way – should have taken more workshops. [#platformchat](#) 3 minutes ago from [Tweetchat](#)



[sweetsue](#) RT [@WendyBurt](#): The more saturated your market, the more you need a platform. How many books are you competing with? [#platformchat](#) 3 minutes ago from [Tweetgrid](#)



[pcornqueen](#) RT [@chrisbrogan](#): [#platformchat](#) - Providing exceptional services comes from the baseline feeling of wanting others to succeed. Strive to be ...4 minutes ago from [twhirl](#)



[thewritermama](#) Q3. How long does it take to become a seasoned customer service specialist like you? Is there an easier, faster way? [#platformchat](#) 4 minutes ago from [Tweetchat](#)



[thewritermama](#) Q3. How long does it take to become a seasoned customer service specialist like you? Is there an easier, faster way? [#platformchat](#) 4 minutes ago from [Tweetchat](#)



[thebrandbuilder](#) RT [@chrisbrogan](#): [#platformchat](#) - Providing exceptional services comes from [...] wanting others to succeed. Strive to be helpful. 4 minutes ago from [Tweetdeck](#)



[lesleymorgan](#) RT [@chrisbrogan](#) [#platformchat](#) Service without an intention of reciprocity helps. Do good things accepting that the world will get back to you 4 minutes ago from [Tweetdeck](#)



[thinkmaya](#) So true [@writermama](#) [@chrisbrogan](#) I trust that everything comes back around . Good and bad ;) [#platformchat](#) 5 minutes ago from [Tweetdeck](#)



[agquillinan](#) RT [@chrisbrogan](#): Service without an intention of reciprocity helps. Do good accepting that the world will get back to u. [#platformchat](#) 5 minutes ago from [web](#)

ating t

[asepsotic](#) RT [@chrisbrogan](#): [#platformchat](#) Service without an intention of reciprocity helps. Do gd thgs accepting that the world will get back to you. 5 minutes ago from [Seismic](#)



[chrisbrogan](#) [#platformchat](#) - A platform also means a 2 way street. 5 minutes ago from [Seismic](#)



[merylevans](#) RT [@WendyBurt](#): The more saturated your market, the more you need a platform. How many books are you competing with? [#platformchat](#) 5 minutes ago from [Tweetchat](#)



[WendyBurt](#) Readers don't knock on your door and say, "Do you have any books I can read?" They don't ask, so you have to tell. [#platformchat](#) 5 minutes ago from [Tweetchat](#)



[merylevans](#) RT [@WendyBurt](#): Platform for everyone. Speakers, small biz, companies, freelancers, artists. Anyone who wants to be known [#platformchat](#) 5 minutes ago from [Tweetchat](#)



[sweetsue](#) RT [@thewritermama](#): A platform-strong writer = 1w influence. It's everything u DO w/ ur expertise: write, teach, speak, etc. [#platformchat](#) 5 minutes ago from [web](#)



[abhinavsahai](#) RT [@chrisbrogan](#) [#platformchat](#) Service without an intention of reciprocity helps. Do good things accepting that the world will get back to you 5 minutes ago from [Tweetdeck](#)



[agquillinan](#) RT [@chrisbrogan](#): [#platformchat](#) Providing exceptional services comes from the baseline feeling of wanting others 2 succeed. Strive 2b helpful 5 minutes ago from [web](#)



[thewritermama](#) RT [@chrisbrogan](#): Service without an intention of reciprocity helps. Do good accepting that the world will get back to u. [#platformchat](#) 6 minutes ago from [Tweetchat](#)



[WendyBurt](#) The more saturated your market, the more you need a platform. How many books are you competing with? [#platformchat](#) 6 minutes ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) - to me, it means the ways you extend and build your voice. Platforms are for people who want to scale/span. 6 minutes ago from [Seismic](#)



[WendyBurt](#) Everyone. Speakers, small biz, companies, freelancers, artists. Anyone who wants to be known. [#platformchat](#) 6 minutes ago from [Tweetchat](#)



[thinkmaya](#) [#platformchat](#) going on now - with [@writermama](#) [@chrisbrogan](#) and [@wendybur](#) 6 minutes ago from [Tweetdeck](#)



[thewritermama](#) RT [@WendyBurt](#): Don't say no to freelancing you don't know yet; say "I'll learn" then do it. Writing is constantly changing. [#platformchat](#) 6 minutes ago from [Tweetchat](#)



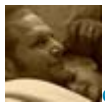
[merylevans](#) RT [@chrisbrogan](#): Service without an intention of reciprocity helps. Do good things accepting that the world will get back to u [#platformchat](#) 6 minutes ago from [Tweetchat](#)



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[thewritermama](#) Q2. When I say "platform" – what does that mean to you? Is it just for authors? Is platform for everyone? [#platformchat](#) 7 minutes ago from [Tweetchat](#)



[chrisbrogan](#) [#platformchat](#) Service without an intention of reciprocity helps. Do good things accepting that the world will get back to you. 7 minutes ago from [Seismic](#)



[journalwriter7](#) RT [@chrisbrogan](#): [#platformchat](#) - Providing exceptional services comes from the baseline feeling of wanting others 2 succeed. Strive 2 B ... 7 minutes ago from [Tweetdeck](#)



[thewritermama](#) RT [@chrisbrogan](#): Providing excpt services comes from a baseline feeling of wanting others to succeed. Strive to be helpful. [#platformchat](#) 7 minutes ago from [Tweetchat](#)



[loisgeller](#) RT [@chrisbrogan](#): [#platformchat](#) - Providing exceptional services comes from the feeling of wanting others to succeed. Strive to be helpful. [8 minutes ago](#) from [Tweetdeck](#)



[WendyBurt](#) Don't say no to freelancing you don't know yet; say "I'll learn" then do it. Writing is constantly changing. [#platformchat](#) [8 minutes ago](#) from [Tweetchat](#)



[michelelang](#) Hello everybody -- been working too hard. Quck[#followfriday](#): writing info [@thewritermama](#) ([#platformchat](#) going on right now)[8 minutes ago](#) from [web](#)



[chrisbrogan](#) [#platformchat](#) - Providing exceptional services comes from the baseline feeling of wanting others to succeed. Strive to be helpful. [9 minutes ago](#) from [Seesmic](#)



[journalwriter7](#) RT [@WendyBurt](#): U have 2 believe that there's plenty of work 2 go arnd; sharing knowledge only benefits U in the long run. [#platformchat](#) [9 minutes ago](#) from [Tweetdeck](#)



[WendyBurt](#) Exceptional service = repeat customers & referrals = steady income as a freelancer! [#platformchat](#) [9 minutes ago](#) from [Tweetchat](#)



[thewritermama](#) RT [@WendyBurt](#): You have to believe there's plenty of work to go around; sharing knowledge only benefits you in the long run. [#platformchat](#) [9 minutes ago](#) from [Tweetchat](#)



[WendyBurt](#) You have to believe that there's plenty of work to go around; sharing knowledge only benefits you in the long run. [#platformchat](#) [10 minutes ago](#) from [Tweetchat](#)



[DebraMarrs](#) RT [@thewritermama](#): A platform-strong writer = 1w influence. It's everything you DO with ur expertise: write, teach, speak, etc. [#platformchat](#) [11 minutes ago](#) from [Tweetchat](#)



[merylevans](#) Though it's tempting -- please hold your questions for Q&A so they don't get lost. [#platformchat](#) 11 minutes ago from [Tweetchat](#)



[thewritermama](#) Q1. Exceptional service. Not merely to clients but to everyone. How'd you get so good at it? [#platformchat](#) 11 minutes ago from [Tweetchat](#)



[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](#) 11 minutes ago from [Tweetchat](#)



[merylevans](#) You can follow twitter conversations with these apps: tweetchat, tweetgrid, twitter search, tweetdeck, twubs, monitter [#platformchat](#) 11 minutes ago from [Tweetchat](#)



[thewritermama](#) BTW, Twitter seems to be working great. Phew. [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) Our guests have demonstrated ease in "Service without Self-Sacrifice." Not an easy balance to maintain! We are here to learn. [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) Our guests have demonstrated ease in "Service without Self-Sacrifice." Not an easy balance to maintain! We are here to learn. [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) Her 3rd book is The Writer's Digest Guide to Query Letters (Writer's Digest 09). [@WendyBurt](#) is the whiz behind "Ask Wendy." [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) Wendy Burt Thomas is a mentor of mine. She has written 1,000+ (count 'em!) published articles. Her 4th book is coming soon. [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) Truly [@chrisbrogan](#) is one of the nicest guys you'll ever meet. He is co-author w Julien Smith of Trust Agents (Aug 09 Wiley). [#platformchat](#) 12 minutes ago from [Tweetchat](#)



[thewritermama](#) I met Chris at the O'Reilly Tools of Change Conf in NYC in Feb & was impressed with what a thoughtful/responsive guy he is. [#platformchat](#) 13 minutes ago from [Tweetchat](#)



[marybabysteps](#) [@thewritermama](#) Enjoy [#platformchat](#). One of these days, I'll actually be able to join one.. When kids go back to school! :)13 minutes ago from [Power Twitter](#)



[thewritermama](#) [Sound of applause...] [#platformchat](#) 13 minutes ago from [Tweetchat](#)



[thewritermama](#) Intros: Our guests are author & SM expert Chris Brogan ([@chrisbrogan](#)) & author, freelancer, ed Wendy Burt Thomas ([@wendyburt](#)). [#platformchat](#) 13 minutes ago from [Tweetchat](#)



[thewritermama](#) A platform-strong writer is one with influence. It's everything you DO with your expertise (write, teach, speak, etc). [#platformchat](#) 13 minutes ago from [Tweetchat](#)



[thewritermama](#) Not sure about the def. of platform?<http://bit.ly/xLn timer> Also Get Known Beforethe Book Deal from [@WritersDigest](#). [#platformchat](#) 14 minutes ago from [Tweetchat](#)



[thewritermama](#) [#platformchat](#) feedback: We love it. Please wait until the chat is over. Send to christinakatz@earthlink.net or DM. [#platformchat](#) 14 minutes ago from [Tweetchat](#)



[MamaMiller](#) [#platformchat](#) 14 minutes ago from [web](#)



[thewritermama](#) Da rules: Listen to guests, then ask questions during Q&A. Avoid dominating, self-promotion, or hijacking chat. (Grrr...) [#platformchat](#) 14 minutes ago from [Tweetchat](#)



[thewritermama](#) [@merylkevans](#) provides written transcript of chat afterwards to be posted to Get Known blog in PDF. <http://bit.ly/i2GDp> [#platformchat](#) 14 minutes ago from [Tweetchat](#)



[merylkevans](#) I think Twitter is insulted by all my messages about its delaying [#platformchat](#) that it has yet to display any of them. 14 minutes ago from [web](#)



[thewritermama](#) Format: Intros, then ask 2 guests 7 questions in 25 min, then we have 25 min for Q&A & 5 minutes to wrap it all up. [#platformchat](#) 14 minutes ago from [Tweetchat](#)



[thewritermama](#) My co-moderator is [@merylkevans](#) & she is queen of the Internet, as far as I'm concerned. You'll soon see for yourself. [#platformchat](#) 15 minutes ago from [Tweetchat](#)



[thewritermama](#) Followed by a Q&A period where (almost) anything goes! [#platformchat](#) 15 minutes ago from [Tweetchat](#)



[thewritermama](#) I'm a teacher, speaker, and author, so this chat is more like an educational spotlight on our two expert guests. [#platformchat](#) 15 minutes ago from [Tweetchat](#)



[thewritermama](#) That's why they call me [@thewritermama](#). [Thanks to Blake for advising me not to lose my identity when my 2nd book came out.] [#platformchat](#) 15 minutes ago from [Tweetchat](#)



[thewritermama](#) Welcome! I'm the host and one of the moderators, Christina Katz, author of Get Known Before the Book Deal & Writer Mama. [#platformchat](#) 15 minutes ago from [Tweetchat](#)



[thewritermama](#) This chat is dedicated to screenwriter and writing teacher, Blake Synder. RIP, Blake. Thanks for being sweet... [#platformchat](#) 15 minutes ago from [Tweetchat](#)