

DO *you* SUPPORT  
**AUTHORS**  
— OR —  
DO *they* SUPPORT  
**YOU?**

BY TIM GRAHL

As soon as I could, I pre-ordered [The Broken Eye](#) by best-selling sci-fi/fantasy author Brent Weeks. It's the third book in his Lightbringer series, and was greatly anticipated by me and his many other fans.

I first heard about the chance to pre-order when Brent posted about it on his blog.

## Why do you think I bought this book?

Was it for Brent? Was it because I feel a compulsion to support the poor and downtrodden fantasy authors of our time? Was it because his blatant self-promotion on his blog tricked me into spending the money?

If you're one of the 10,000+ people who have purchased a copy of my book [Your First 1000 Copies](#), did you buy it because you felt compelled to help put me food on the table to feed my children? Or because my smooth-talking marketing copy overwhelmed your good judgment and convinced you to spend the four dollars?

## Why do you read?

As authors, we read. A lot.

Every night before bed I read fiction—often getting so involved that I lose track of time and stay up way too late. Most days I'll listen to a nonfiction audiobook while I'm driving or grocery shopping.

All of that reading I do for one person: me. I buy fiction because I want to be entertained. I buy nonfiction because I want to learn. I don't do it to support authors. I do it to support myself.

This is true for anyone who buys a book. So then why do we as authors get so painfully knotted up about promoting our own work, describing marketing with that evil word "[self-promotion](#)"? That disconnect is hurting you, your platform, and sadly and most importantly, your readers.

## Make it easy for your fans

About a year ago I was having a conversation with a fiction writer whose work I love. I suggested that he start using his email list to announce to his fans when his new titles were available.

He said that he'd rather just let fans find each new book on their own, after he's released them.

"Do you have any idea how frustrating that is for us?" I said. "I'm a fan of a lot of writers, and I don't want to have to constantly check back on their website to figure out if I'm far enough into their release cycle that there's actually a new book available. Just email me and let me know, so I can buy a copy!"

Since then, that author has used his list to promote his new titles as they're released, and he's received nothing but great responses from his subscribers. When you build your platform, connect with readers, and then use that platform to *communicate* with them, you're accomplishing so many great things:

- You're making it easy for fans to stay up-to-date on your work.
- You're allowing fans to communicate directly with you.
- You're sharing with fans [as you're on your writer's adventure](#).
- You're giving your fans an exclusive first-look at everything you're working on.

## The ruthless marketer guy

It's easy to get lost in the strategy and tactics of building an author platform.

All of this talk about growing email lists, leveraging social media, and selling 10,000 copies can make it seem impersonal, as if it were only about hawking another copy of your book.

But here's how true platform-building works:

### 1. Come up with a ruthless marketing plan.

Figure out the best system to build your platform and

sell books. Plan out your email marketing, blogging, social media, and outreach with the ongoing intention of selling as many books as possible.

## 2. Execute the plan with personality and heart.

Once the plan is in place, carry it out by being [relentlessly helpful](#) to all of your current and prospective readers.

When I planned the launch of *Your First 1000 Copies*, I tried to come up with something that would sell as many copies of the book as possible in the first two weeks. I laid out the number of emails I would send, planned the schedule, and prepared the launch.

Then once the plan was in place, I worked on making sure the content in every email was as helpful as possible to the recipients. My emails weren't just about selling the book. I ensured that each one also provided stand-alone content that would be helpful to the reader.

The same thing goes for the **10k Experiment**. I put together my plan hoping it would help grow my email list

and sell more books. However, I've worked hard to offer great content in every single update I send.

The same idea applies for every author who is blogging, emailing and social media posting. They wouldn't be doing it if they didn't have books to sell. But once they start, they're able to open up, be themselves, and focus on adding positively to the reader's life.

## Why do readers read?

Readers read to add value to their lives. Readers want to read *your* books to add value to their lives. Don't be afraid to build your platform. [Don't be afraid to market](#). Don't be afraid to connect with people.

Your writing adds good things to people's lives, so make it easy for them to get as much of it as they possibly can.

# Thanks for Reading!

## SHARE



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## GET MORE

Get notified of new resources plus a free 30 day course on how to connect with readers and sell more books:

[CLICK HERE!](#)