



**IS THE TIME TO GET STARTED**

**BY TIM GRAHL**

“I wish I had started this five years ago!”

I was talking with an author who had just signed his first book contract. He would be releasing it in about a year’s time.

The author had been writing and working in his field for years, but hadn’t taken the time to start building his author platform. It didn’t seem necessary at the time. But now that he was had a book coming out, he was realizing all of the opportunities he had missed.

## I get asked these questions all the time...

“I’m just starting the first draft of my novel, when should I start building my author platform?”

“I’m trying to get the final edits done on my book, when should I start building my email list?”

“My book came out six months ago and I’m working on the next one. I’m pretty busy with it. When should I start

my blog?”

My answer? “Yesterday. Now. Immediately.”

Every day that slips by without working on your platform is a missed opportunity. There are a plenty of reasons to put it off, though. Trust me, I’ve used them myself and heard them from other people:

- I’m really busy right now writing my book.
- I’ve tried before, and it hasn’t worked.
- Maybe I should just work on my next book.
- I don’t have time.
- I don’t know where to start.

Here’s what I can promise you: When it’s time to release your book, you’ll regret putting it off.

I *do* understand why it gets put off. It’s often not the thing that seems most pressing. Your job keeps you very busy. Writing is more fun. You’re on a deadline. There really are a thousand reasons to do something else with your time.

So how can you possibly fit it into your schedule? Here are a few things I've learned:

### 1. Think small instead of big.

You're not going to be able to get 1,000 new readers in a week, but you can get 10 and feel accomplished.

### 2. Think system instead of goal.

Can you do something every week that will move you forward? I focus on doing two things a week to promote my book. If I do that long enough, those efforts will stack up and be successful.

Forget some big, lofty goal. Focus on what you can do week in and week out.

### 3. Think learning instead of failing.

Especially at the beginning, you'll probably have more mistakes than successes, but that's OK. That's normal.

Focus on the fact that you're learning as you go. As the great Zig Ziglar said so many times, "Failure is an event, not a person."

If you focus on small things that you can experiment with every week, you'll turn around in a few months and realize you've made a ton of progress!

But this naturally leads to the next question . . .

## What should I focus on?

This is another thing that can lock us down and keep us from making progress. We don't know where to start!

There's just too much advice swirling around out there about blogging, Twitter, Facebook, email, writer's forums, Pinterest, Google+ and so much more. It's hard to know what you should be spending your time on.

I know this is true, because every single day I have authors reaching out to me for help and direction. But as much as I would love to help every author one-on-one,

I just don't have the time. In order to make the time, I had to charge authors several thousand dollars to coach them individually on book marketing.

Because I was still unable to meet the demand for my time, I decided to change how I did business. Instead of charging thousands of dollars to give advice to just one author at a time, I put all of the advice together in one place, so that any author could access it, at a fraction of the cost of the one-on-one coaching.

Then I opened it up to the public.

## Where are you going to be in six months?

It's easy to put off learning how to build your author platform. It's easy to say you'll get started later—after work slows down, after you finish your manuscript, or once the kids are home for the summer.

*Now is the time.*

If you want to start taking steps to grow your platform, and to learn how to do that successfully, click below to check out the course I've created that will show you how.

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