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Book Centric vs Platform Centric Workbook

by Tim Grahl • outthinkgroup.com

Helping authors build their platform, connect with readers and sell more books

Dear Author,

Welcome to the *Book Centric vs Platform Centric Workbook*.

If you were sent this workbook by a friend, make sure you read the [accompanying article I wrote](#) on this subject. It will help prepare you to get the most out of this.

To use this workbook, follow these steps:

1. Print it out.
2. Work through each page individually.
3. Read the symptoms of the two ways of thinking.
4. Make notes on how you have been too Book Centric and what changes you can make to be Platform Centric

The goal of this workbook is to help you think through the fundamental tools in your marketing toolbox and how they can best be used to build your author platform.

I look forward to seeing the success you have. Please feel free to email me at tim@outthinkgroup.com with your questions, feedback and success stories.

Thanks!

A handwritten signature in black ink, consisting of a series of fluid, connected strokes that form the name 'Tim Grahl'.

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Website & Blog

Book Centric

- Your domain is www.booktitle.com.
- Blog posts are focused on your book and getting people to buy a copy.
- Information about you, the author, is buried and hard to find.
- Links to buy your book are more prominent than your email list signup.
- 90% of the content on your site is about your book.

Platform Centric

- Your domain is www.authername.com.
- Blog posts are focused on sharing interesting and helpful content you're learning about.
- The site is focused first on you as the author, with your books secondary.
- The #1 call-to-action is to signup for your email list so you can continue to add value.
- Your books are a major part of the site, but don't overshadow you or your other valuable content.

Notes

Social Media

Book Centric

- Most of your updates are about your book.
- You're constantly trying to connect to top authors.
- You're constantly tagging top authors in an effort to get their attention.
- You obsessively check your Likes and Follows agonizing over how slow they are growing.

Platform Centric

- Your focus is connecting with people to add value.
- You reach out to other writers when you think connecting will benefit them.
- Content is focused on adding value to the reader.
- You focus on meaningful connections instead of numbers.

Notes

Email List

Book Centric

- You rarely send out updates unless you have something to promote — new book, new edition, etc.
- You struggle with what to write when you don't have a new book to talk about.
- Building the email list is an afterthought instead of the #1 goal.

Platform Centric

- You send out regular updates sharing interesting and helpful content, both on your platform and other people's.
- You send out regular updates — *at least once a month* — in order to stay connected to your fans.
- Inviting readers to join your email list is the go-to way to connect with them.

Notes

Outreach

Book Centric

- You only think about connecting with very well known authors, bloggers, etc.
- When you reach out, you're only thinking about, and asking for, ways they can help you.
- You think of other people as a means to an end.

Platform Centric

- You look for influencers near your level that you can grow alongside.
- You start a new relationship looking for ways to help the other person.
- You grow your influence by connecting with other influencers because you find them interesting and enjoy the friendship.

Notes

Everything Else

Book Centric

- You are focused primarily on short term goals.
- There is a lot of stress and anxiety around your marketing and platform building.
- You see people more as a potential purchaser of your new book than anything else.

Platform Centric

- You are focused on long term goals.
- Marketing is an enjoyable exercise in connecting with like-minded people.
- You see people as potential long term fans that you can add value to for decades to come.

Notes

Thanks for downloading this workbook! I hope it's been helpful for you.

I've got two next steps for you:

1. Sign up for the Out:think email newsletter at <http://outthinkgroup.com>.
2. Pick up a copy of my book [Your First 1000 Copies](#). It'll help you build your platform, connect with readers and sell more books.