

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text centered in the white space.

# Author Platform and Branding for Fiction Writers

Saritza Hernandez, VP/Sr. Literary Agent

Corvisiero Literary Agency

# What we'll cover...

- ▶ the importance of establishing your **platform** long before your publishing contract;
- ▶ establishing an **author platform** and tying that your **author brand**;
- ▶ and ways to set-up your **author brand** before and after your book is released whether you're traditionally or indie-published.

# What is an author platform?



An ability to sell books because of who you are or whom you can reach is your author platform.

JANE FRIEDMAN

SARITZAHERNANDEZ.COM

- ▶ At its most simple, your author platform begins and ends with “you” and your influence.
- ▶ **Who** knows you and **how** do they know you?
- ▶ It’s what you do **BEFORE** you’re published that will amplify your message and lead sales back to you.
- ▶ It’s made up of your **visibility** and your **reach**.

# Visibility + Reach = Platform

## Visibility

- ▶ Where can people find you today?
- ▶ Who knows you and **how** do they know you?

## Reach

- ▶ What is the number of people who will amplify your message and lead sales back to you?

# Why do I need a platform in fiction?

- ▶ Publishers like to see that authors understand visibility and audience reach.
- ▶ Editors and agents like to see that authors are able to build (and retain) an audience.
- ▶ Consumers (aka audience) like to see that authors connect with them outside of the written page.



Platform is the ability to get people to follow and find you for information and guidance.

CHUCK SAMBUCHINO

SARITZAHERNANDEZ.COM

# So, what's my brand then?



You too are a brand.  
Whether you know it or not.  
Whether you like it or not.

MARC ECKÖ

SARITZAHERNANDEZ.COM

- ▶ While your platform is what you are known for, your brand is **how your audience continue to find you.**
- ▶ It is the promise you make to the reader.
- ▶ But it is also what sets you apart.

# How do I identify my author brand?

- ▶ Start wide, then narrow it down to the niche or specialty that sets you apart.
  - ▶ What's your genre? This will determine your overall brand needs.
- ▶ What promise are you making to your readers?
  - ▶ HEAs for all or HFN?
  - ▶ Death to all fan-favorite characters?
- ▶ Next, identify your niche within the broader market.
  - ▶ What will readers come to expect in your books that you are known for delivering?
  - ▶ If you are known for something specific or a distinct style of writing, include that in your brand through voice.

# Where is the audience for that brand?

- ▶ Find out where most of the “fans” for your brand hang out.
- ▶ Where the readers of your genre tend to shop for their books or discuss the topics you cover in your works.
- ▶ When in doubt, network with other writers and published authors in your genre to learn more about your shared audience.



Your target audience is more than a demographic, it's the group of people who will connect with your voice, theme, setting, and/or character.

SARITZA HERNANDEZ

SARITZAHERNANDEZ.COM

# All roads lead to you



Publishing success isn't about how talented you are; rather, it's about what you do with how talented you are.

CHRISTINA KATZ

SARITZAHERNANDEZ.COM

- ▶ Website, social media, promotion materials should match your niche in voice and/or theme.
- ▶ Include your website in all social media links including your Amazon and Goodreads pages.
- ▶ Have all links open in another tab or window so guests can always return to your website.

# Social media is for socializing & networking

- ▶ Sell you, not just your book.
- ▶ Make sure that your social media encourages action and INTERACTION with you.
- ▶ Use social media to network and cultivate long-term connections.

*It's not who you know, it's who knows you.*

# Resources

- ▶ [Create Your Writer Platform](#) by Chuck Sambuchino
- ▶ [Platform for Fiction Writers](#) by Jillian Manning
- ▶ [A Definition of Author Platform](#) by Jane Friedman





CORVISIERO  
LITERARY AGENCY  
corvisieroagency.com | @CorvisieroLit

Saritzahernandez.com | @epubagent