

## **Building a Publishing Platform #1: The Basic Elements**

By Stephanie Gunning,  
“The Publishing Insider”

As nonfiction book writers, we all need to develop a healthy, ongoing relationship with our readers. This doesn't mean we engage in a push-push-push of our precious ideas upon a bunch of paying consumers. It means we establish an exchange with our readers based on value.

We are the servants of our natural audience. Who are they? What do they need? In what forums—and forms—are they willing and able to hear from us? By determining those points of contact, we are identifying the building blocks of a strong marketing platform. This is the bridge to readers.

The basic elements of a publishing platform today include:

- Website
- Newsletters
- Writing articles/columns
- Seminars/appearances
- Publicity (print, radio, TV)
- Blogging/podcasting

Ideally, you would like to cover all your basics. Some require the expenditure of money, and others do not. You can expect to need at least a modest budget to cover your own marketing efforts (as opposed to the efforts of your publishers, who may or may not spend much money on promoting your books). With careful planning and by seizing opportunities, you may be able to get a tremendous bang for your bucks.



**Stephanie Gunning** is one of the most sought-after nonfiction writers in the publishing industry. She is the coauthor or ghostwriter of 12 published books, and has 4 more in the pipeline for 2006. Her essays have been featured in the anthologies *More Hot Chocolate for the Mystical Soul*, *Hot Chocolate for the Mystical Teenage Soul*, *Magical Souvenirs*, and *Angel Visions*. Respected and beloved for her boundless enthusiasm and energy, razor-sharp intelligence and insight, good humor and integrity, as much as for her incredible talent and skill, throughout her career she has worked with numerous bestselling authors: Hale Dwoskin, Gregg Braden, Frank Lipman, Thomas Moore, Stephen Mitchell, Marlo Morgan, and Ruth Montgomery, to name a few. Currently, she resides in New York City.

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