

Preparing for your Writer's Platform

Do your best to answer the following questions about your website before you even begin!

WHAT IS THE PURPOSE OF YOUR WEBSITE?

(e.g. build readership, help me get published, sell books)

WHO IS YOUR IDEAL AUDIENCE?

You will plan your content around their needs.

WHAT ACTION MUST VISITORS TAKE FOR YOUR PURPOSE TO SUCCEED?

(e.g. share content, buy my book, sign up for newsletter)

WHAT ARE YOUR VISITOR'S MOTIVATIONS? WHAT'S IN IT FOR THEM?

(e.g. entertainment, education, information)

WHAT PROOF CAN YOU SHARE?

Why should a visitor believe you are reliable, insightful, professional, or entertaining?

(e.g. reviews, publications, education, experience)

