

# 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)

