

SACRED AND PRACTICAL MARKETING TIPS FOR WRITERS



What is marketing as it relates to writing? Marketing is the process of identifying our reader's needs and finding the best way to meet them.

Why is it important? Marketing connects us and our message to our readers. Can you imagine the apostle Paul saying, "You know, I'm not really into ships. I like tents. I think I'll just preach the gospel from this one spot."

What is platform? Platform is a marketing tool that expands the message God gave us. Remember, platform doesn't mean we're pointing people to ourselves. Instead, we're pointing people to God and what He has called us to write.

Types of Platform



email list, newsletter



social media



podcasts or speaking
engagements



website, blog

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An email list is a great place to start. Why?

- You don't need a website or a social media presence.
- No matter what happens with social media, you own your email list.
- An email list is a great tool for building community and getting to know your readers. It's more personal than social media.
- There's built-in accountability. You produce content because your readers expect it and you don't want to let them down.
- It's easy to personalize what you send: graphics, images, font, and links.

Quick actions:

- 1. Subscribe to someone else's email list so you have an example to go by.**
- 2. Sign up for the free version of MailChimp, ConvertKit, or MailerLite and try it out.**
- 3. Check out 1-2 of the above on YouTube to see how they work.**
- 4. Create an outline to try for the first 4-6 emails.**

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Platform tips and advice

- **Talk to other writers!** Most are more than happy to share what they've learned. This can save you valuable time and resources.
- **Don't try to be everywhere all at once.** If you try, you'll get overwhelmed and discouraged.
- **Start small** and build.
- **Reassess** after 6-8 weeks.
- **Ask God to search your heart.** Ask Him what He wants you to learn and do. Sometimes our resistance has less to do with platform and more to do with fear or wounds from our past.

Quick actions:

1. **Research where your readers hang out and commit to being in that space.**
2. **Be consistent with frequency.**
3. **Make a plan for the type of content, graphics, or images you'll post.**
4. **Ask another writer to be your accountability partner. Check in with one another at least once a week.**