—Workbook—

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The Authentic

TWITTER

Platform

How Authors Can Grow Their

Twitter Platforms

Authentically

by Jeannie Ingraham and Sarah M. Awa

—Workbook—



Thinklings Books, LLC

Wickliffe, OH

THE AUTHENTIC TWITTER PLATFORM: HOW AUTHORS CAN GROW THEIR TWITTER PLATFORMS AUTHENTICALLY — WORKBOOK

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Thinklings Books

1400 Lloyd Rd. #279

Wickliffe, OH 44092

thinklingsbooks.com

# PART 1: THE PROBLEM AND ITS EASY FIX

1. What is my writing story?
2. What are my prejudices against marketing?
	1. Poor People Skills: I am shy or don’t like people or am not good with them.
	2. Marketing is Immoral or Unethical: Marketing and people who do it are sneaky, bad, or underhanded.
	3. Marketing is Difficult: Marketing is hard and incredibly time-consuming.
	4. Everyone Has to Like Me: I need a massive platform in order to successfully market my book.
	5. It’s Expensive: It costs a lot of upfront money to market my book.

# PART 2: KEEP THE MAIN THING THE MAIN THING

## My Brand

1. How do I prefer to interact with people?

*Are you the funny, loud person at the back of the class? Do you make your way through one person at a time at large parties? Do you think before you speak?*

1. How do I prefer to gather information?

*Do you seek depth of knowledge or breadth of knowledge? Do you prefer to read summaries or long articles? Do you learn by doing or by reading? Do you need a video or a podcast?*

1. How do I make decisions?

*Do you need a long time to think and make a list? Or do you make quick decisions that can change? Maybe you need to make quick decisions that are set in stone. Maybe you need a long time to think intuitively and the answer just comes to you in a dream.*

1. What is my sense of humor?

*Are you quiet with a dry sense of humor? Is it a little bit risqué? Are you ironic or satirical? Do you even have much of a sense of humor, and does that bother you?*

1. Who are the biggest influences in my life?

*Your mother? The Pope? Allah? Edgar Allan Poe? Your kid? Oprah?*

1. What are the biggest influences in my life?

*Are you religious? What cultural influences do you have? Do you have a family? How much money do you have? Did you go to university? Grad school? Or the school of hard knocks?*

1. What ethical or moral considerations do I have to consider?

*This isn’t the same as “do I have religious influences.” Even among those within a religion, personal ethics isn’t always the same. Do you feel obligated to write thank-you notes? How do you feel about gender equality? Cultural appropriation? Foul language?*

1. How would I describe my basic personality?

*Use three to four adjectives to describe yourself. They can be as general or specific as you need them to be.*

## My Signifiers

1. My color scheme
2. My photo style, including my author photo or avatar
3. My logo
4. My font
5. My web page style

## My Market

**What sets me apart? How am I unique?**

### Define your market:

1. What is my priority?

*You can only have one priority. I know this sounds weird in our world, but it’s true. What happens when you say work and family are your priorities, and work asks you to stay late for a presentation but your daughter has a piano recital? Hmmmm…one is going to win.*

1. What are my market’s values?

*They will likely look close to yours.*

1. What are their demographics?

*Here, you may see a divergence from who you are. What are their ages? Level of education? Political or religious affiliation? Discretionary budget?*

### Where is my market?

1. Where are they online?
2. Where do they go in real life?
3. Where do they shop, online and IRL?
4. What groups are they part of, online and IRL?
5. What social media do they use?

### What about my time?

1. What are my priorities?
2. Do I have too many things going on?
3. Looking at my schedule now and for the projected future, how much time do I realistically have to give to my full platform?
	1. Do I have a family or want a family?
	2. Do I have another job?
	3. Do I, or does someone close to me, have an illness? Or am I / are they at an age where they may need extra help in a few years?
	4. What am I willing to give up?
	5. What are the priorities of my life?
	6. Do I have other commitments that I can’t or don’t want to get out of?

### Looking at my efficiency:

1. What’s working?
2. What’s giving me the most return?
3. What’s not working?

# PART 3: SETTING UP

## Write down ideas for your profile.

1. Photo
2. Tagline or bio
3. Name
4. Banner
5. Website
6. People to follow

# PART 4: THE SUPPORTING CHARACTERS(MY HACKS AND SHORTCUTS)

## Content-related questions:

1. Hashtags that I want to use
2. People I want to tweet @
3. Types of tweets I want to comment on
4. Special gimmicks I want to try (Stick with one, but for now brainstorm.)
5. What type of photos do I want to use?
6. Are there any quotes that speak to me?
7. Can I pull out quotes from my own book?

## Programs I can use:

1. Buffer
2. Twubs
3. UnTweeps
4. Tweepi
5. HootSuite
6. Followerwonk

### Which 2 or 3 do I want to start with?

*We recommend Buffer, at least the free version. There are few downsides, and very little ability to get stuck in the time-warp rabbit hole.*

# NEXT STEPS

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Now . . .

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With the launching of this book, we’re also launching our first mini course, The Writers’ Collective!

It’s designed to give writers a community where they can learn and grow together in marketing and writing. We’ll also throw in our free e-book *Kick-Start Your Platform* when you sign up! Get access to breaking industry news, get support from follow authors, ask the Thinklings questions, and watch short instructional videos on everything from catching a publisher’s eye to affiliate marketing.

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*Survival isn’t enough. Mercedes wants to win.*

When she agreed to work for Carina’s greatest and strangest cryptanalyst, Mercedes didn’t realize she’d be playing cloak-and-dagger with aristocracy. Then her boss uncovers a sinister plot against King Emil II’s life, and Mercedes dives into a world of deceit and trickery.

As if treacherous lords and ladies weren’t enough, Mercedes must confront the beautiful, vicious Theodora and a horrifying pair of weapons ready to devour the king, bones and all.

[***Bargaining Power* by Deborah J. Natelson**](https://www.amazon.com/Bargaining-Power-Trips-Book-ebook-dp-B07ZVFCBHN/dp/B07ZVFCBHN/)

*One bite on her hand...*

*a million problems slipping through her fingers.*

After a wild animal attack, Melanie Caldwell thinks she just needs to go to the doctor. Then she’s kidnapped on the day of the next full moon, and discovers in the worst way that monsters are real . . . and that she has become one of them.

All Melanie wanted was to get a boyfriend and graduate college. Now she has to deal with agonizing monthly transformations, a secret organization stalking her, friends and enemies trying to discover her secret, and hunters looming on the horizon.

[***Hunter’s Moon* by Sarah M. Awa**](https://www.amazon.com/Hunters-Moon-Wolves-Wellsboro-Book-ebook/dp/B0835Z14RB/)

*The Narrative Must Be Obeyed*

Everyone in the Taskmaster’s Realm knows how the story goes: the boy of destiny goes on a quest, defeats the dark lord, and gets the swooning princess. It’s a great story, if you happen to be a knight or a wizard or a hero. But it’s pretty odious if you’re Ordinary: a barmaid who has to inflate her bosom and have her backside pinched, a homely prince who can’t buckle his swash because his face doesn’t fit, or a soldier who gets killed over and over and over again just to progress the plot.

Fodder of Humble Village is one of those soldiers, and, frankly, he’s sick and tired of getting speared, decapitated, and disembowelled so the good guys can look glorious. In fact, he’s not going to take it anymore.

No matter what The Narrative tries to make him do.

***The Disposable* by Katherine Vick**

(forthcoming April 1, 2020)