

# THE WRITER'S EDGE

READER PREVIEW



## AUTHOR PLATFORM MASTERY

**BOOK 18**

**The Writer's Edge - 2027 Expanded Edition**

*Build an Audience You Can Reach, Serve, and Grow*



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*A selected preview from the complete book.*

# What This Book Will Do for You



An author platform is often mistaken for an audience or a collection of social-media accounts. Author Platform Mastery treats it as something more useful: the infrastructure that helps the right people discover an author, understand the work, stay connected, take a meaningful next step, and return.

This book addresses a common platform problem - authors building tools before defining their purpose. It connects the reader, website, email list, content, social media, events, reviews, free resources, partnerships, interviews, monetization, and measurement into a working system instead of a pile of disconnected activities.

The practical result is a platform designed around clarity, ownership, direct connection, ethical growth, sustainable work, and measurable reader action. Every major platform element receives a job, so the author can decide what deserves more time, what needs repair, and what should stop.

**THE PLATFORM IS NOT THE CAREER. IT IS THE INFRASTRUCTURE THAT MAKES THE CAREER EASIER TO SUSTAIN.**

## Selected From the Book



### Use Social Media as Discovery, Not Ownership

Social platforms can introduce authors to readers at extraordinary scale. They can also consume extraordinary amounts of time. The strategic answer is not to avoid them or worship them. It is to give them a defined role.

### Choose Platforms by Reader Behavior

Do not choose a platform because authors are talking about it. Choose it because the people you want to reach are there and because the format fits what you can produce consistently.

One or two active channels often outperform five neglected ones. A platform that rewards video may be wrong for an author who will never make video consistently; a text-centered environment may be wrong for a visually driven project.

### Create a Path Off the Feed

Social attention should have somewhere to go: a book page, newsletter, event registration, sample, direct store, media page, or other owned destination. If the entire relationship exists only inside one social account, the author does not control access to the audience.

Use profile links, pinned posts, calls to action, and recurring reminders to make the next step easy without turning every post into a sales pitch.

## Selected From the Book



### Measure the Platform and Adapt Without Chasing Noise

Measurement should answer decisions. If a metric does not help you decide what to continue, change, or stop, it may be interesting without being useful.

### Build a Small Measurement Dashboard

Track a limited set of numbers tied to the reader journey: qualified website visits, email subscriber growth, clicks, replies, conversions, direct sales, event registrations, repeat purchases, series read-through, referral sources, and revenue by channel.

Follower counts and impressions can provide context, but they are weak success measures when they do not lead to reader action.

### Run Experiments With a Stop Rule

Change one meaningful variable when possible: headline, offer, landing page, audience, price, event message, or advertising creative.

Decide in advance what result would justify continuing, changing, or stopping.

Without a stop rule, authors can spend indefinitely because a campaign produced activity. Activity is not the same as progress.

### Review Quarterly

Every quarter, ask what created new readers, what retained existing readers, what produced revenue, what consumed disproportionate time, what platform changed its rules, and what should be simplified.

The goal is not constant reinvention. It is deliberate adaptation.

# Try It Now



## The Author Platform Blueprint

Use this blueprint to reduce the platform to a working system. Complete it in plain language. If an answer requires a paragraph of explanation, the platform may still be too complicated.

1. **Reader** My primary reader is: \_\_\_\_\_  
The experience or outcome they want is: \_\_\_\_\_
2. **Promise** The clearest promise of my author brand is: \_\_\_\_\_  
The three subjects or themes readers can expect from me are: \_\_\_\_\_
3. **Home Base** My primary website/domain is: \_\_\_\_\_  
The primary action I want that reader to take is: \_\_\_\_\_
4. **Direct Connection** My email/newsletter promise is: \_\_\_\_\_  
My welcome sequence leads to: \_\_\_\_\_
5. **Discovery** My primary discovery channels are: \_\_\_\_\_  
The path from those channels to an owned asset is: \_\_\_\_\_
6. **Conversion** My primary paid offer is: \_\_\_\_\_  
My next-step offer after purchase is: \_\_\_\_\_
7. **Retention** I keep readers connected through: \_\_\_\_\_
8. **Measurement** The five metrics I will review are: \_\_\_\_\_

# THIS IS ONLY THE BEGINNING.

## BUILD A PLATFORM THAT ACTUALLY WORKS



The complete Author Platform Mastery develops the entire author-to-reader system: defining the reader, controlling the website and domain, creating useful content, building permission-based email, using social media strategically, extending events, reviews, free resources, partnerships and interviews, monetizing without damaging trust, and measuring the platform without chasing noise.

The full book also includes the Author Platform Blueprint, a 30-Day Platform Reset, and a Platform Risk Audit - practical tools for clarifying the platform, repairing the home base, strengthening direct connection, simplifying channels, protecting ownership and consent, and deciding what to stop, test, or scale.

A strong platform does not require fame. It requires clarity, access, trust, and continuity.

## AUTHOR PLATFORM MASTERY

### BOOK 18 OF THE WRITER'S EDGE

*Practical Guides for Serious Writers*

## GET THE COMPLETE BOOK