McLean Fonvielle

Professor Barry

DCI Publishing

May 14th, 2019

Author’s Platform

My report will be on author’s platforms and how an author’s ability to sells books relates to their ability to reach people. Just like a physical platform or stage for someone to speak to an audience, an author’s platform is an initial stage that the author has consisting of people to address with their work and promote their books. This is a ready-made relationship that authors love because it can advance a book into the marketplace and help sales. The concept of author’s platform started in the 1990s when non-fiction publishers started to reject work of authors because they lacked a platform. Publishers do this because they want their authors to be in the public eye so they have the ability to spread the word of their new books easily. Publishers do not want an average person who doesn’t have any connections, but an author who is known and is seen as an expert or professional. The extent of an author’s platform can be told by questions such as, “how many people see your work?, where does your work regularly appear?, how many people see it?, and who do you influence?”. Despite the importance of an author’s platform, it actually depends what type of book you are writing if you need a platform to get published. For instance, fiction books are focused on crafting the best work possible so in turn publishers are making decisions on fiction book first based off the quality of the writing. At the same time a platform would is still be helpful to get published in the fiction book industry. Unless you are a celebrity or person that is very well known, it is hard to grow a platform and have your work published. The main thing to focus on for new authors is that a platform is built from doing great work.