

# SPIRIT AUTHORS

## VIRTUAL COACHING AND LEARNING EXPERIENCE



### WORKBOOK

#### Module 2: Pre-Publication Marketing Musts

#### Week 2: Platform Building - Your Essential Checklist

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#### Instructions:

1. Listen either to the audio files or read this transcript to cover the lesson materials for the week.
2. This lesson is substantial. I highly recommend you do NOT work on the entire lesson in a single sitting, but rather do **only one or two audio files per day** (or equivalent text). MP3s are numbered 01, 02, etc., for your convenience.
3. When prompted in the text or the audio, stop reading/listening and take time to answer the enquiries. You may use the workbook to log your reflections.
4. THEN, enter your ideas, thoughts, reflections and other workings in the appropriate Forum in the "Learning Circle" on the Spirit Authors site.
5. After you have done this, READ other people's replies. Respond to them. Share your ideas and reflections.

*To find the Forum, log onto your Spirit Authors account, and click "Forum" in your Dashboard. Then go to the Forum for your Module and Week of the course.*

## WEEKLY CHALLENGE 1: MAKE YOUR CHECKLIST

1. Go through the list of key components on page 7-11, and rate them on a scale of 1, 2 or 3:
  - 1 = you have it; it is fully functioning and getting your great results
  - 2 = it is set up and working, but not getting the result you would like
  - 3 = you do not have it or set it up at all.
2. Note the things you have rated "3" and put them on your "to do" list.
3. Look through the resources for this week and see where you can find these components for your campaign.

## WEEKLY CHALLENGE 2: CREATE A PLATFORM BUILDING PLAN

### **FIRST, consider these enquiries:**

- Look over the items you listed in the first challenge as part of your “to do” list.
- Consider carefully ALL of the networking and platform building options we have described so far. Looking at the advantages and networking capabilities of each, which on your “to do” list do you wish to make your top priority to start?
- What kind of relationship do you want to establish with your followers on these networks?
- How many hours a day or week will you dedicate to building these platforms?

### **THEN, taking all that into consideration:**

- Make a 1-year plan of goals you wish to achieve with your social network platform building. What will be in month 1, month 2 and so forth?

### **FINALLY**

Upload your 1-year plan in the Learning Circle Forum for this week.

### **WEEKLY CHALLENGE 3: SET UP YOUR INFRASTRUCTURE**

1. Start setting up all the technical components of your online infrastructure.
2. Be SURE you have your accounts and profiles set up in time for the rest of the course. Here's the agenda:
  - a. Your web domain and autoresponder by Week 3 (next week)
  - b. Your blog by Week 4
  - c. Twitter and LinkedIn by Week 5
  - d. Facebook and Ning by Week 6

**There's no need to upload anything to the Learning Circle for this challenge, unless you have questions or need help.**