



# The Author Guide Course for non-fiction authors

## Tribe Builder Worksheet

### Connection

Social media platform	Total followers/connections

### Content planner

There's a spreadsheet Content Generation Planner that you can use on an ongoing basis in the Insight 2 folder to make creating consistent content much easier.

This might be a blog, social media posts, a lead article for a newsletter, or a list of sections for a lead magnet. You could also use this as a list of subjects to start your own podcast or YouTube channel.

Or all of the above!

### Podcasts/Video newsletters you'd like to guest on

Name	Interviewer	Connected on SM


**Where might you speak?**

Groups, business associations/institutes, conferences, summits, local radio. Be specific and then start tracking down whoever books speakers.

Organisation	Contact	Connected

**Who do you know who has the same target market as you?**

Company	Contact	Connected

## Commitment

How will you encourage all the people you have connected with to join your email list?

Describe your incentive:

Remember your end result is to grow your list.