

How to Create Your Litopia Writer's Platform Author Profile

A Step-by-Step Guide for Full Members

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Step 1: Access Your Platform Control Center

Open your browser and go to: litopia.com/platform

Log in with your Litopia credentials.

You'll be taken to your Platform Control Center, where you can manage:

- Your Author Profile
- Your Updates (blog posts or articles)
- Your Shop or Portfolio

You can also scroll down the page to see an At-a-Glance Overview of all the content you add as you develop your platform.

Notes:

Step 2: Start Building Your Author Profile

Click 'Create + Edit' to begin. You can return to this page anytime to make changes. Consider bookmarking it.

Notice the View button; click on this from time to time to view your Author Platform as it develops.

Notes:

Step 3: Enter Your Writing Name

Choose the name you want readers and colleagues to recognize as your writing name. It can be your real name or a pseudonym. It will appear publicly on all your published work and is an integral part of your author brand identity.

Take your time and think long-term. Experiment with details, too. For instance, Sally Rose Mackay can remain as it is or become S R Mackay, Sal Mackay, Sally Mackay, or even Sally Rose.

Changing your Writing Name will change your public URL (e.g., litopia.com/author/your-name). Therefore, avoid frequent changes as they might cause an ‘Error: Page Not Found’ message.

Notes:

Step 4: Add a Motto

Your Motto is a short phrase that reflects your writing style and helps to build your author brand identity. In our video example, Jasmine used this:

- *Books To Set Your Heart On Fire*

Your Motto can also reveal something more personal about *you*, such as:

- *Passionate About Ancient History*

A strong Motto will add meaning to your author brand, and will help readers engage with your writing career.

You can update your Motto anytime.

Notes:

Step 5: Upload an Author Photo

Choose a friendly, well-lit photo. A square format works best, as you can see from the ‘place-holder’ image on your Platform Control Center.

A relaxed photo taken on a ‘phone will do nicely.

When you have a pic you are happy with, click the button to upload.

Notes:

Step 6: Write Your Author Bio

Here is another great opportunity to cozy up to your readers. Your Author Bio is not a CV or chronological account of your life... it's more of a character sketch with a hint of your own story thrown in. The job of your bio is to reach out and welcome your readers, while also letting them know a little more about you.

Writing your own bio can feel awkward. Why not ask another Litopian to interview you and rough-draft it? You then can edit and polish it in your own voice.

Keep your Author Bio concise, at around 70 words.

Notes:

Step 7: Complete Your Info Boxes

Use these Boxes to share lists of fun facts, recommended reads, or personal quirks. Give your reader nuggets of information that, along with your Motto and Bio, let them begin to feel they know you.

Lists can inspire quick bursts of laughter, curiosity or thrill. They also enhance your author brand identity.

The default name for each box is as follows – but you can change the box names (and their content) at any time in the Author Profile / Create + Edit page:

- *Secrets*
- *When You're Not Reading Me*
- *What's On My Bedside Table*
- *Social Links*

Notes:

Step 8: Customize Your Subsections

Rename your 'Updates' and 'Shop' sections to match your author brand identity. For instance, if you write romance, Updates might become *The Swoon Room*. If you write about trees, it might become *This Week's Bark*.

The Shop section may be used to highlight published work or as a Portfolio of your best work, published or not. Rename it if you wish, keeping the tone consistent with the rest of your Author Profile.

Remember that entries/posts you make in these sections will appear in the At-a-Glance Overview on your Platform Control Center page.

Notes:

Step 9: Enable Contact (Optional)

Turn on the Author Contact Opt-In to allow secure messages from your readers.

Your email will not be shown in any correspondence.

Notes:

Step 10: Save or Publish

Click 'Publish Now' to make your Author Profile live, or 'Save This Draft' to continue editing later.

Notes:

You're Done!

Congratulations! Your Litopia Author Profile is now public! It is the reader-facing gateway to your digital platform as a writer. Keep it fresh, make it personal, and let your creativity shine.

Need more help?

- Ask in the Colony
- Watch our companion videos for the Updates and Shop/Portfolio sections