

BUILDING AN AUTHENTIC AUTHOR BRAND

Your author brand is the promise you make to your readers and is what encourages loyalty from readers who align with your brand values and personality.

Building an authentic author brand involves:

- *coming up with a logo*
- *choosing colors for your website*
- *helping readers recognize you and your work*
- *helping readers understand how you are different from the competition*
- *helping readers know what to expect from you and your books.*
- *decide what to post on social media or your blog and how to speak to your ideal readers.*

Questions to ask yourself in preparation of building an authentic author brand:

1. What is your brand name, is it your own name, a pen name, or something else? Joanna Penn uses The Creative Penn for her information website for author entrepreneurs and JF Penn for her fiction author website, for example.
2. What do you write? Drill down as far as you can, go beyond books, fiction, romance, and nail down precisely your specific blend of writing.
3. Why do you write what you write? Again, be as specific as possible. Getting to the bottom of this will help you uncover the passion behind your writing.
4. What do you do differently to other writers? This could be in your books, or beyond your books, profits to, anything that you offer that others don't. This is your USP and will help readers make an emotional connection with you.
5. Consider your competition - books and/or authors. What are their strengths and weaknesses and how do you measure up? What sets you apart and what do you want to draw attention to when readers are deciding who to choose?
6. Who are your target readers - who do you most want to reach or who would find the most value in what you write?
7. How would you describe your ideal readers? What are their interests, passions, needs, wants and personalities?
8. What promise do you make to your readers? What will you deliver no matter what? For example, humor, hard hitting drama or chilling horror. If your target reader signs up for your emails or follows you on social media, what promise do you make to them on those channels?
9. How would you describe your book(s)? What need does your book fulfil for your readers?
10. How would you like your ideal readers to describe your books and you as the author?

