



## Identifying Your Author Brand

### What is an author brand?

An author brand your unique identity and "promise" an author gives to their readers. It encompasses the themes of their writing, their personal values, and the visual aesthetic of their platform. Ultimately, it defines what readers can expect when they pick up a book or interact with the author online. It defines how an author is perceived by their readers.

### Why do you need to establish an author brand? Why is it important to your success as a writer who can sell books?

Your unique author brand is what turns a curious reader into a loyal reader. When your brand is consistent and genuinely yours, it makes your work instantly recognizable in a crowded marketplace. It gives readers a clear sense of what they can expect from you every time they pick up one of your books. You need to be able to clearly express to your ideal readers why they want to read your books. It helps you to establish that all important connection between you and the people who read and buy your books.

### IDENTIFYING YOUR AUTHOR BRAND

Personal Reflection – Answer these questions to help identify your unique brand. This is an important step, and it requires thought and introspection.

#### **What motivates you to write?**

- Reflect on your core reasons for writing. What drives your passion for storytelling or content creation? **This is the all-important, “WHY”.**



### **What are your core values and beliefs?**

- List the values and principles that are important to you. How will these influence your writing and author brand?

### **What genres or themes do you most enjoy writing about?**

- Identify the genres, themes, or subjects that you are most passionate about. Why do these resonate with you?

### **What are your unique strengths as a writer? What is your unique value proposition as an author?**

- Define what makes you distinct in the marketplace. What value do you provide to your readers that others don't? If you are not sure; then look at authors who are comparable to you. Consider your writing skills, style, and areas of expertise. What sets you apart from other authors? **Do a bit of research to help you figure this out.**
- Write out a sentence describing this – it doesn't have to be perfect. This is a starting point to help you understand and develop your messaging for your ideal readers. "What makes me unique is....."

### **How do you want readers to perceive you? Think back to the exercise we did using the descriptive words and the acronym that you came up with.**

- Think about the image or impression you want to create. What qualities or characteristics do you want to be known for? Be authentic. It is okay to tell your readers things that will make you relatable to them. Example – I would rather wear black socks in my house than wash the floors.



## Identifying Your Core Values - Overview

*This definition and exercise to begin identifying your core values is based on Susan Davids "Emotional Agility" and the Back In Command Coaching Program created by Michelle Pollack, Executive Coach.*

Characteristics of Values as defined by Susan David in "Emotional Agility":

- They are freely chosen and have not been imposed on you.
- They are not goals; that is, they are ongoing rather than fixed
- They guide you rather than constrain you.
- They are active, not static.
- They allow you to get closer to the way you want to live your life.
- They bring you freedom from social comparisons.
- They foster self-acceptance.

***Reminder:** You will continue to refine your list as you examine what each value means to you, and which are "must haves" and which are of lesser importance. This is the first step toward identifying your core values. The exercise is intended to help you begin thinking about how your chosen core values will affect your unique author brand.*

1. Besides food, shelter, health and clothing, what are the "must haves" in order for you to live a fulfilling life? What matters most?
  
2. What qualities are most important to you in your relationships?
  
3. Think about times that you have felt the more alive and happier in the past few years. Choose two and describe them. What resonates about those times? What makes those moments important to you? Can you identify a value that might be associated with each of those moments?
  
4. What are some things that drive you absolutely crazy or make you angry?



5. LEGACY: What do you want to be known for? When a close friend stands to deliver your eulogy, what do you hope they'll say about you? *This is just another version of what you hope people will say about you after you leave the room.*
  
6. Where do you currently feel stuck?
  
7. When are you happiest?
  
8. When do you feel most like yourself?



## CORE VALUES LIST

*Feel free to add any values that you don't see listed. This is not an exhaustive list – it is just to help you get started.*

Accountability	Equality	Justice
Acceptance	Excellence	Kindness
Authenticity	Fairness	Knowledge
Achievement	Faith	Leadership
Acknowledgement	Fame	Learning
Adventure	Family	Legacy
Agency	Freedom	Love
Ambition	Financial stability	Loyalty
Authority	Forgiveness	Meaningful Work
Autonomy	Flexibility	Nature
Balance	Friendship	Openness
Beauty	Fun	Optimism
Boldness	Growth	Order
Belonging	Generosity	Parenting
Caring	Grace	Patience
Collaboration	Gratitude	Peace
Commitment	Grit	Playfulness
Confidence	Happiness	Perseverance
Connection	Health	Personal Fulfillment
Compassion	Hope	Power
Courage	Humility	Pride
Challenge	Honesty	Pleasure
Community	Humor	Popularity
Competency	Influence	Recognition
Contribution	Inclusion	Religion
Creativity	Independence	Reliability
Curiosity	Initiative	Resourcefulness
Determination	Integrity	Reputation
Dignity	Intuition	Respect
Environment	Inner Harmony	Responsibility
Efficiency	Joy	Risk Taking



Security  
Self-awareness  
Self-Respect  
Self-discipline  
Self-expression  
Serenity  
Simplicity  
Service  
Spirituality  
Safety  
Stability  
Success  
Status  
Stability  
Teamwork  
Travel  
Trust  
Truth  
Understanding  
Uniqueness  
Vision  
Vulnerability  
Wealth  
Well-being  
Wisdom