**Worksheet: Determining Your Brand.**

Effective branding is the foundation of your author platform. When determining and building your brand, answer these questions:

1. What drives you to write? What are you trying to achieve, what impact do you hope to make?
2. What life experiences, attitudes and beliefs motivate you to write what you write?
3. Are there themes that connect the stories you write or plan to write? Is there an argument that you are regularly making in your work that illustrate your feelings and interpretations?
4. Who is your ideal reader? Why are you writing for this person?
5. Describe your ideal reader in as much detail as possible.
6. What is the biggest compliment your ideal reader could give you about your writing?
7. What is unique about your writing and the way you tell a story? What can a reader get from your work that they might now be able to get from another author’s work?
8. What key words and categories best describe your books? What words or phrases might your readers use to search for a book they were interested in reading?
9. What images best represent your writing and are attractive to potential readers? These include all of the images you use in the public sphere: book covers, social media banners, your website and any other marketing materials you might use/need.
10. What colours are best for the images you chose? There’s a great article There is a great article on “[The Psychology of Colour in Marketing and Branding](https://www.entrepreneur.com/article/233843)” in *Entrepreneur*. While there’s some debate on the effectiveness of colour alone in evoking emotions, the context is important. In publishing, certain colour choices do tend to represent certain themes/plot lines. For example, darker colours evoke darker themes like those in thrillers, horror, murder mysteries; pastel colours are more evocative of romance.
11. Make a list of your comparable authors (the authors your books are most like).
12. Describe the brands of your comparable authors.