AUTHOR BRAND STRATEGY FRAMEWORK

This is where you pull together the visual, written and in-person brand elements that support (or tie-in with) your brand story, the needs and desires of your readers, and your personal objectives for your writing career.

STEP NO.1
CORE IDENTITY

Define (or refine) your author brand's core identity.

STEP NO.2
STRATEGIC OBJECTIVES

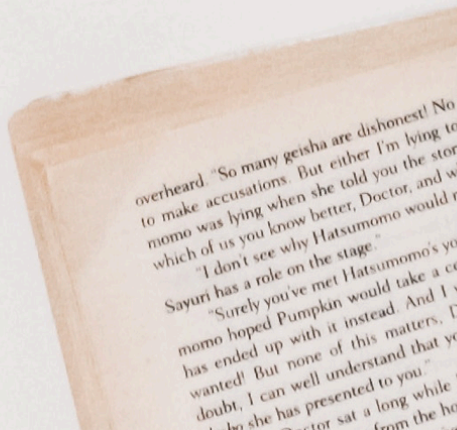
Identify your desired outcomes and strategic objectives.

STEP NO.3
VALUE PROP. + POSITIONING

Position your brand and highlight your value proposition.

STEP NO.4
PERSONALITY + STORY

Discover your brand personality, voice and narrative.

STEP NO.5
BRAND ARCHITECTURE

Configure the 'architecture' of your author brand.