

Author Brand Diagnostic

Define the experience you want readers to have.

One of the biggest myths about branding is that it's something you manufacture.

Actually, your author brand already exists. The goal is to uncover it, clarify it, and communicate it consistently.

Use this worksheet to help you identify the common threads running through your books, your messaging, and your reader experience.



Diagnosis #1

Is your genre clear?

The Reader Experience



Complete these sentences.

When someone finishes one of my books, I hope they feel...

- ☐ _____
- ☐ _____
- ☐ _____

Define the experience you want readers to have.

I hope readers describe my books as...

- ☐ _____
- ☐ _____
- ☐ _____



**If someone
recommended my
books to a friend, I'd
love for them to say:**



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Diagnosis #2

Finding Your Common Threads

Think about your last three books (or your current works in progress)

- ▣ Family
- ▣ Redemption
- ▣ Hope
- ▣ Revenge
- ▣ Friendship
- ▣ Identity
- ▣ *Second Chances*
- ▣ *Justice*
- ▣ *Love*
- ▣ *Secrets*
- ▣ *Belonging*
- ▣ *Courage*
- ▣ Other:



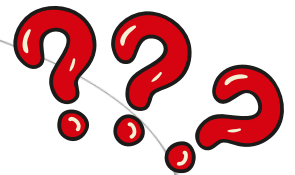
What themes appear repeatedly?



Define the experience you want readers to have.

What emotional experience do you consistently create?

- *Cozy*
- *Suspenseful*
- *Hopeful*
- *Emotional*
- *Humorous*
- *Heartbreaking*
- *Thought-provoking*
- *Magical*
- **Other:**



What settings appear most often?



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Diagnosis #3

Brand Consistency Check

Your Website

Can a first-time visitor immediately answer:



- ▣ What genre do I write?
- ▣ Who are my books for?
- ▣ What should readers read first?



Define the experience you want readers to have.

Social Media



Do my posts reflect the same personality readers experience in my books?



- Always
- Sometimes
- Usually
- Not really

Newsletter



Does it
reinforce my
books?

Does my
newsletter
sound
like me?

Does it
build
relationships?



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Diagnosis #4

Your Three Brand Words

What three words might readers use to describe your work?

1.

2.

3.



Now
Ask:

Do my website, newsletters, social media, and books all reinforce these three words?



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Diagnosis #5

Action Steps

What's one thing I could improve this month?

- ▣ **Website**
- ▣ **Newsletter**
- ▣ **Bio**
- ▣ **Social Media**
- ▣ **Book Descriptions**
- ▣ **Branding Consistency**
- ▣ **Reader Messaging**



What's one thing I could improve this month?

**My First
Step Is...**

Big Takeaway

*Readers become loyal because they remember how your books made them feel.
That's your brand. Build everything around that.*

