

Author profile and branding


Your Story
Your Way





Are you ready?

- ▶ Are you ready to launch your profile and brand that is specific to you as an author?
- ▶ Are you ready to tell your prospective clients, your audience, who you are? What your brand is as an author is one of the most important steps in your business plan.
- ▶ By making your author profile and brand clear, not only to yourself but to your prospective audience, will increase your chances of success and put you on the right path to building a successful company.



Add a checkmark next to each task you feel you are already doing well.
Put a cross next to each task you feel you may need support with.

PROFILE AND BRANDING CHECKLIST

Your brand story focuses on the reason you do what you do and why it matters. The elevator – seven second pitch.

Your Unique Value Proposition:

Your UVP should be in the form of a statement and indicate your most ideal client and why they should choose you.

Your Most Ideal Client:

Who is your product or service for? Who would benefit most from your product or services?

Your Client Avatar:

Do you know who your most ideal client is? Can you describe them?





Your Branding Elements:

- ___ The Visual Representation of your brand
- ___ Official name of your company or product
- ___ Official logo/Thumbnail logo
- ___ Avatar (professional portrait of yourself)
- ___ Your bio including photo's of yourself

Typography:

- ___ 3 Colors (primary, complimentary, neutral)
- ___ Brand Imagery
- ___ Tone and Voice



Brand Style Guide:

Keeping your brand consistent throughout all platforms is key to developing brand recognition.

Do you have a Brand Media Kit?

Brand Strategy:

Online Marketing has become the single most powerful tool for developing a brand. How is your or do you have:

Web Design

Instagram

Facebook

LinkedIn

Twitter

You Tube

Pinterest

Brand Content:

30 days content plan for social media





I'm Jennifer, CEO and founder of Creative Collaborations. I am also the founder of Daisy Lane Publishing and the publishing consultant for Siren Call, an online magazine specializing in flash fiction. I'm a multi-genre author with a passion for mentoring, coaching and speaking, and publishing quality books, written from the heart, acknowledging that one story can empower many.

It is my hope for you, that by answering these questions, you will understand what you need to grow as an author, what you need to do to raise your profile and brand.

The most successful companies all have one thing in common: they have developed a brand strategy and established a strong profile. They put more time and money on their brand development than any other facet of their business.

I want to teach you how you can increase your chances of success by refining your brand position.

Contact me at hello@creativecollaborations.com.au for a chat about my 20 week program (or 4 week intensive) if you're ready to take the next step to success.