

Self-Publishing Authors PODCAST

Cheat Sheet

So what is your Author Brand? It's like the front display window of you as an *Author Persona*.

It's how readers and potential book buyers perceive and feel about you conveyed through a multitude of ways - your pen name, bio, fonts you use, colors, images, author logo and tagline - and most importantly, consistency!

You want to be immediately recognizable to readers when they click on your retailer page, website, newsletter, social media - it all should be consistent visually and in text.

Your brand is your promise to your reader and what they can expect from you.

Perception isn't reality, but it's what all of us use to make decisions whether we'll like/loathe/buy from/ignore an author. Our perception of an author is influenced by their visual branding, social media posts, interaction with the author, and every time they connect with that author.

Branding is not the time for imposter syndrome or being quiet.

You want to scream your brand - are you a hot, vampire romance author or a sweet, traditional historical author?

Recommendations:

- ◆ Get series logo's designed by your cover designer and supplied as separate png files and use those on all your graphics as well as book covers
- ◆ Same for your author name - keep it consistent on covers
- ◆ If you're doing your own graphics in book brush or canva, keep them consistent. Chose 2 - 3 colours and stick with them. Use coolors.co to find a palette that works for your brand. Use a font for your author name that works for the look and feel of your brand (play with fonts at fonts.google.com)
- ◆ Get professional graphics designed for your website, newsletter and social media. Don't have mishmash of different types. It's too confusing.
- ◆ Know your strengths - and weaknesses. Graphic design is a highly skilled field and better to get professional help than lose readers with subpar work. Self-publishing is no longer "anything goes". You're up against every other author now with professional graphics.