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AUTHOR

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WORKSHEET



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SECTION 1: ABOUT YOU

List three things that come easy to you (where 1 would be the easiest):

- 1.
- 2.
- 3.

List your top three values:

- 1.
- 2.
- 3.

List your top three passions:

- 1.
- 2.
- 3.

What are your interests?



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Complete the following sentences:

I believe

I am a

I help people with

Describe five positive-action words that people would use to describe you
(for example; vibrant, committed, focused):

- 1.
- 2.
- 3.
- 4.
- 5.

SECTION 2: ABOUT YOUR TARGET AUDIENCE

(readers, or clients, if you're trying to establish yourself as a subject matter expert or launch a freelance career)

Name three things your target audience are interested in. For example, science fiction thrillers, the Chinese trade market (the more specific the better):

- 1.
- 2.
- 3.



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Name three websites your target audience visit:

- 1.
- 2.
- 3.

SECTION 3: DEFINING YOUR PURPOSE

How do you want to be known by your audience?

Name three needs your author brand would meet for your target audience:

- 1.
- 2.
- 3.

How will they find out about your author brand (i.e., how great you are)?

Note: this could be by blogging, social media or guest posting on peer websites



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SECTION 4: NOW, AND THE FUTURE

Take all the number 1s from sections 1-3 and note them down. This should give you an overall view of your values, your purpose and your audience, and also help you with your messaging. All of which should give you some clarity regarding your author brand.

Three things you should do next to define and launch your author brand:

- 1. Refine and define your messaging**
- 2. Start creating content around your key messages**
- 3. Create a content plan to promote your content to your audience.**

And that's it! Well done for completing the first part of discovering your author brand. Take your author brand to the next level by signing up for UPDATES, my newsletter featuring useful resources and digital tools for writers. It's FREE and only takes a minute.

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