



Discover The Book Within: Branding Yourself & Your Book!

Answer the following questions that apply to you to gain clarity and tie your book to your brand. These questions are meant to build upon the previous lessons, and it's common to find overlaps and similarities in your answers.

1. How am I *You*-nique? What am I known for? Is there an experience or some aspect unique only to me? How can I tie that into my book idea and topic?
2. How am I Memorable? How do I stand out? How can I tie that into my book idea and topic?
3. How can I personalize my book and create an emotional connection?
4. Who are my existing clients/audience? What do they want to learn? What do they care about?
5. Who do I want to reach? What do they care about?
6. Do I have a signature or branded talk/blog/product/service that I can piggyback off of or can serve as a base for my book?
7. Thinking ahead, can I create a series or other complementary products or services? What is your vision?
8. Does it make sense to have a partner(s) co-author a book with me? Who would that be?



9. Is there a particular professional who could complement or add credibility to my book (ie - a particular artist, illustrator, photographer, editor, industry expert)? Examples could be using a popular children's illustrator to add images to your book, or a renowned industry expert to co-author, edit or write the Foreword to your book.

10. Could I find several other co-authors to contribute to a book on a specific theme or topic of choice?