

# BUILDING YOUR AUTHOR BRAND

## Reader & Voice

- Identify Your Reader
  - Who is your target audience?
  - What genres do they like?
  - How long should your work be?
- Develop Your Brand Voice
  - How do you want others to see you?
  - What do you want people to think when they hear your name? (slogan/tagline)

By Cassandra Ulrich

