Instagram content #2 for article: “Author Branding for Self-Published Authors”

Your Author Brand Voice & Message – 3 Simple Steps

The right brand voice and message → resonate with your audience → skyrocket to success! 🚀

Leverage the power of branding. Use a consistent and compelling voice and message.

From your book descriptions to your social media posts. ✍️

Here’s what you need:

☑ A tagline or slogan 🙋
☑ An engaging author bio that is true to your brand
☑ A consistent tone and voice as an author

Here’s what to do.

Slide	Content
Slide 1 (Headline)	**Your Author Brand Voice & Message – 3 Simple Steps**
Slide 2 (Intro)	**Your Brand Voice + Readers = Audience Connection** Show your unique brand as an author. Use a brand voice and message. ● Be more memorable. Build authority. ● Be more personable. Create a personal connection with readers.
Slide 3	**Step 1: Create a tagline or slogan** Make it: ● Short and memorable ● Focus on your unique characteristics ● Relevant to your genre ● Appeal to your target audience ⇒ *Your tagline or slogan helps your readers understand + remember you.*
Slide 4	**Step 2: Write a compelling author bio** It should fit your genre and brand. Write three

	versions: long, medium, and short. ● Long bio: 300-500 words ● Medium bio: 100-200 words ● Short bio: 50 words ⇒ *3 bio lengths = ready for every platform*
Slide 5	**Step 3: Decide on the right tone and voice** This helps your audience: ● Feel a personal connection ● Quickly recognize your posts ● Follow your career ⇒ *Your author voice = an interpersonal marketing tool*
Slide 7 (Conclusion)	**Perfect Brand Voice and Message → Stand Out from the Crowd** Now it's time to create the right brand voice and message for your author career.