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# 5 Ways Authors Can Build Their Brand

## Define the quality for which you want to be known

- What is your genre?
- When you have an upcoming release, how do you want to readers to imagine it?

## Keep your brand recognizable

- Is there a color scheme, a type font or a a style of formatting that enhances the brand? Consistently use these choices for every outgoing communication.
- Make your author photos and about the author materials consistent and reflective of your genre and readers.

## Search engine optimization

- SEO enhances your brand: use keywords to focus your materials
- Be artful about using keywords but use them in social media, author materials, blog posts, etc

## Social media is an art and a science

- Don't write "buy my book" over and over on multiple platforms and forums.
- Brainstorm 4 or more categories of information that you can use in social media that strengthens the brand and post a mix of these categories. Defining the categories keeps your posting on task.
- Read in your genre to find comp authors and support them through social media, conference panel invites, sales, etc.

## Remember: if you're not creating a brand, you're still creating a brand

- People will develop reactions and associations about your books unless they haven't heard of them.
- Consciously creating your brand allows you to reach out to a more likely readership.
- The narrower the readership you reach out to the more likely they are to buy.