

# 2024 AUTHOR BRAND ACTION PLAN

## SECTION 1: DEFINING YOUR BRAND VISION

- Identify your core values and mission statement as an author.

### CORE VALUES

#### EXAMPLES OF CORE VALUES

**Creativity:** Exploring new ideas and pushing boundaries in your writing.

**Authenticity:** Writing from your heart and staying true to your voice.

**Inclusivity:** Creating stories that represent diverse perspectives and experiences.

**Social justice:** Using your platform to promote equality and fight for social change.

**Community:** Building connections with other authors and readers.

#### MISSION STATEMENT EXAMPLES

- To inspire and uplift readers through stories that entertain, educate, and spark meaningful conversations.
- To create worlds that captivate imaginations and leave a lasting impression on readers.
- To use the power of storytelling to promote empathy, understanding, and positive change in the world.
- To provide readers escape and joy while offering insightful perspectives on life and the human experience.
- To build a community of passionate readers and connect with them through the shared love of literature.

### MISSION STATEMENT

## BRAINSTORMING ACTIVITIES

**Mind map:** Write down your core values and related words. Consider values like creativity, authenticity, inclusivity, social justice, etc. Beginning with your main concept, add branches that dig deeper into elements of this core value, and continue exploring ideas of what you want to accomplish with your author brand.

**Freewriting:** Set a timer for 10 minutes and freewrite about what matters most to you as an author and what you want to achieve with your writing.

- Define your ideal reader: demographics, interests, and reading habits.

### MY IDEAL READER

- Determine your unique voice and writing style.

What are some words or phrases you find yourself using frequently in your writing?

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What kind of tone and atmosphere do you naturally create in your stories?

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Who are your favorite authors and what do you admire about their writing style?

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How would you describe your own unique voice as an author?

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- Establish your brand goals for 2024.

<b>Audience Growth</b> (i.e. gain X followers, grow email list by X, increase sales by X)	<b>Engagement</b> (i.e. host 2 live events, run 3 online giveaways, post to IG 3x weekly)	<b>Brand Awareness</b> (i.e. secure 3 features on blogs/websites, partner with other authors/influencers for cross-promotion)

<b>Relationships</b> (i.e. connect with 10 authors in your genre, participate in virtual events, collaborate on projects)	<b>Professional Development</b> (i.e. take 2 online writing courses, read 10 books on writing/publishing)	<b>Impact / Influence</b> (i.e. donate X% of sales to charity, inspire other writers)

## SECTION 2: PLATFORM OPTIMIZATION

- Update your author website and social media profiles.
  1. INVENTORY:
    - make a list of all your existing media platforms
    - delete or revive inactive platforms
  2. REVIEW VISUAL IDENTITY:
    - use the same or similar platform handles
    - maintain consistent design/branding
  3. UPDATE:
    - delete old or irrelevant info
    - add recent news, links, or other relevant info
    - refresh bio, author photo, dates, etc.

- Optimize your website for search engines (SEO).

## SEO BASICS

KEYWORD RESEARCH: Identify relevant keywords that potential readers are likely to use when searching for authors like you or books in your genre. Use tools like Google Keyword Planner, SEMrush, or Ahrefs.

OPTIMIZATION: Ensure your website content, including title tags, meta descriptions, headings, and image alt text, incorporate your target keywords in a natural and relevant way.

TECHNICAL AUDIT: Check for any technical issues on your website that may hinder search engine crawling and indexing. Use tools like Google Search Console or Screaming Frog SEO Spider.

BACKLINK BUILDING: Reach out to other websites and blogs in your niche and request guest blogging opportunities or link exchanges.

WEBSITE SPEED: Make sure your website loads quickly on all devices. Utilize caching plugins, image optimization techniques, and a good web hosting provider.

MOBILE-FRIENDLINESS: Ensure your website is responsive and easy to navigate on mobile devices. Use Google's Mobile-Friendly Test tool to check.

## RESOURCES

[Google Search Central](#)

[Moz Beginner's Guide to SEO](#)

[Backlinko](#)

[Ahrefs Blog](#)

[SEMrush Blog](#)

[Publisher Rocket](#)

### BRAINSTORMING: KEYWORD DISCOVERY PROMPTS

- list 5 keywords relevant to your genre
- list 3 keywords relevant to your subgenres
- list 3 keywords relevant to your book's theme
- list 2-3 trending "trope" keywords
- list 2 long-tail keywords (specific, detailed phrases potential readers might use when searching for your type of content)

### SECTION 3: SOCIAL MEDIA ENGAGEMENT/CONTENT CREATION

- Develop a content calendar for regular social media posts.

SUGGESTIONS

- Post consistently: i.e. every day, every two days, once a week.
- Research the best days/hours to post.
- Run at least one contest, giveaway, or interactive social media event per quarter.

<b>WEEKLY</b>	<b>MONTHLY</b>
<b>QUARTERLY</b>	

- Experiment with different social media content (e.g., images, reels, videos, live streams) and decide what you like creating best—weigh against what seems to get the most engagement and strike a balance between the two!
- Interact with your audience: respond to comments and questions.
- Run contests and giveaways to increase engagement.
- Join relevant online communities and participate in discussions.

- Diversify your content! Brainstorm a list of potential high-quality content ideas for your social media platforms, taking into account what you most enjoy sharing as well as what your readers want to see.

## CONTENT IDEAS

### AUTHOR UPDATES

- Book announcements (title reveals, cover reveals, art reveals, launch dates)
- Behind-the-scenes (writing process, snippets from your current work, research insights, moodboards, playlists inspiration sources)
- Personal stories and anecdotes
- Events and appearances (readings, workshops, signings, festivals)
- Q&A sessions

### BOOK PROMOTION

- Book excerpts
- Character spotlights
- Reviews and testimonials
- Book trailers and teasers
- Giveaways and contests

### ENGAGING CONTENT

- Share your current read(s)
- Run polls and surveys
- Use humor and memes

### IDEA DUMP

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- Collaborate with other authors and influencers in your genre.
- Offer free resources and valuable insights to your readers.



## SECTION 4: AUDIENCE OUTREACH

- ❑ Build an email list and send regular newsletters.
- ❑ Run targeted advertising campaigns to reach new readers.
- ❑ Participate in online and offline book events.
- ❑ Offer author services such as workshops, coaching, and speaking engagements.
- ❑ Connect with bloggers, reviewers, and media outlets for coverage.

## SECTION 5: MEASUREMENT AND EVALUATION

- ❑ Track your progress and regularly analyze your website traffic, social media engagement, email list growth, and book sales.
- ❑ Adapt your strategies based on your results and current trends.
- ❑ Seek feedback from your readers to improve your brand.

WHAT WORKED (Brag a little! Celebrate your achievements!)	WHAT DIDN'T WORK (Why didn't it work? What could you do differently?)



As you work through this **2024 Author Brand Action Plan**, remember that building a successful author brand is a journey, not a destination. It takes time, dedication, and consistent effort. However, by implementing the strategies and activities outlined in this plan, you can effectively define your brand vision, optimize your online presence, engage your audience, and establish yourself as a trusted and respected voice in your genre.

Here are some key takeaways to keep in mind:

- **CLARITY** is key: Define your core values, mission statement, and ideal reader to create a strong foundation for your brand.
- Be **CONSISTENT**: Maintain a consistent visual identity and voice across all platforms to build recognition and trust.
- **ENGAGE** and connect: Actively engage with your audience, respond to comments, and participate in online communities.
- Offer **VALUE**: Provide your readers with valuable content, resources, and insights to establish yourself as an authority in your field.
- **ADAPT** and evolve: Be willing to adapt your strategies based on your results and the ever-changing digital landscape.

Remember, the most important element of your author brand is **you**. Be authentic, passionate, and true to yourself, and your audience will connect with you and your work on a deeper level.

Now, it's time to take action! Put the strategies in this plan into practice and watch your author brand flourish in 2024.

## READY TO ELEVATE YOUR AUTHOR JOURNEY?

Congratulations on completing your Author Brand Action Planner! 🎉

Your dedication to cultivating a strong author brand is a **powerful** step toward success. As you fine-tune your brand, we invite you to consider the next exciting chapter in your author journey: publishing with Atmosphere Press.

As you craft your author brand, Atmosphere Press can complement your efforts by providing the platform to share your stories with the world. Whether you're a seasoned author or a debut novelist, we're here to support you!

### TAKE THE NEXT STEP:

[Submit Your Manuscript](#)

## WHY ATMOSPHERE PRESS?

At Atmosphere Press, we believe **every** author deserves a publishing experience that's as unique as their voice. We offer:

- **AUTHOR-CENTRIC APPROACH:** Our focus is on you, the author. We involve you in every step of the publishing process, ensuring your vision is realized.
- **PROFESSIONAL EDITING & DESIGN:** Your book deserves to shine. Our team of professionals will polish your manuscript and create a stunning cover.
- **TRANSPARENT PUBLISHING AGREEMENTS:** We believe in transparency. Our publishing agreements are straightforward and fair.

## NOT READY TO PUBLISH?

Stay connected!



ADVICE FOR  
WRITERS



FREE BOOK  
GIVEAWAYS

