Worksheet: Building Your Author Brand and Online Presence

Use this worksheet to define your brand, plan your web presence, and begin engaging with your ideal readers.

PART 1: Define Your Author Brand Identity
1. What do you want to be known for as an author?

_____

_____

_____

2. Describe your ideal reader (age, interest, values, genre preference):

_____

_____

_____

3. List 3 adjectives that describe the tone of your books (e.g., empowering, suspenseful, heartwarming):

1. _____

2. _____

3. _____

4. What themes or topics do you often explore in your writing?

_____

_____

_____

5. What colors, styles, or imagery match your author personality?

_____

_____

_____

PART 2: Website Setup Checklist

Task	Done?
Choose a domain name (e.g., www.sgpotter.com)	☐
Select a platform (WordPress, Squarespace, Wix, etc.)	☐

Task	Done?
Write and upload your author bio	☐
Create a homepage highlighting your book	☐
Add an email opt-in form	☐
Task	**Done?**
Create a book landing page with purchase links	☐
Add a contact form or email link	☐
Test mobile responsiveness and speed	☐

Domain Name Chosen: _____

Platform Chosen: ☐ WordPress   ☐ Squarespace   ☐ Wix   ☐ Other: _____

PART 3: Social Media Strategy Planner

1. What primary platform will you focus on first?

☐ Instagram   ☐ X (Twitter)   ☐ Facebook   ☐ TikTok   ☐ LinkedIn   ☐ Pinterest

2. What kind of content will you post? (check all that apply)

☐ Behind-the-scenes writing updates
☐ Quotes from your book
☐ Inspirational or educational content
☐ Personal stories or values
☐ Reader questions or polls
☐ Launch countdowns & giveaways

3. Posting Schedule (start simple):

- Weekly goal: _____ posts

- Ideal posting days: _____

- Tools I'll use to design or schedule posts: ☐ Canva   ☐ Buffer   ☐ Later   ☐ Other: _____

PART 4: Author Bio Templates

Full Author Bio (100–150 words):

Draft your story-driven bio for your website, back cover, or Amazon author page.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Short Author Bio (Under 160 characters for social media):

_____

_____

_____

PART 5: Personal Branding Assets
Use Canva or your preferred design tool to create or brainstorm:

☐ Logo or monogram (optional)

☐ Author banner (for website or social media)

☐ Color palette (3–5 consistent colors)

☐ 1–2 quote or excerpt cards

☐ Professional author photo (headshot or lifestyle image)

PART 6: Final Brand Alignment Check

Element	Defined?	Consistent Across Platforms?
Brand voice and tone	☐	☐
Color and imagery style	☐	☐
Author bio	☐	☐
Social handles and links	☐	☐
Website branding	☐	☐