

# ESTABLISHING YOUR AUTHOR IDENTITY



Between Friends  
PUBLISHING

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# HELLO

# MY NAME IS

# ?

Developing a clear identity is the first step in this journey. Just like individuals, authors who embody authenticity, integrity, and self-awareness are the ones who truly thrive. That's why we've designed the Author Identity Canvas—a powerful tool to help you refine your author brand efficiently and enjoyably.

*Remember, this is your Canvas—use it in a way that works best for you.*

# UNDERSTANDING YOUR WHY

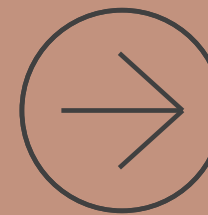
Your WHY is the foundation of your author brand. It defines your deeper purpose and intentions behind your writing. When a book lacks a higher purpose beyond profit, it often feels hollow and lacks a clear identity.

## Why Does Your WHY Matter?

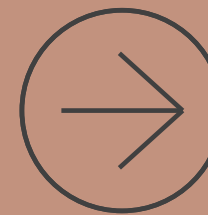
- It fuels your motivation and commitment.
- It helps you connect with readers on a deeper level.
- It guides your decisions, from storytelling to marketing.

## Finding Your WHY

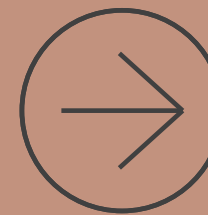
This process takes time—allow yourself space to explore and refine your intentions. Begin with brainstorming rough ideas and notes. Some guiding questions:



**WHAT MESSAGE OR IMPACT DO I WANT MY BOOKS TO HAVE?**



**WHAT THEMES OR EMOTIONS DRIVE MY STORYTELLING?**



**WHY DID I START WRITING IN THE FIRST PLACE?**

# IDENTIFYING YOUR WHO

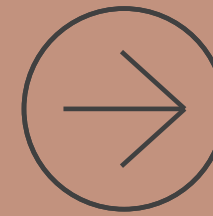
Your WHO refers to the readers, fans, and supporters who engage with your work. Many authors make the mistake of targeting the wrong audience, leading to ineffective branding and marketing.

## Why Understanding Your Audience is Key

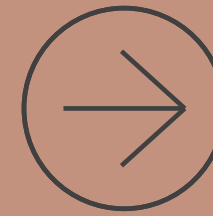
- Helps tailor your messaging and content.
- Builds a loyal reader base that will follow your work.
- Allows for genuine connections rather than forced interactions.

## How to Identify Your WHO

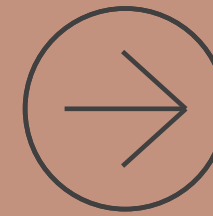
Understanding your WHO enables you to write, market, and communicate more effectively.



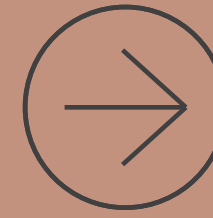
**WHO NATURALLY GRAVITATES TOWARD YOUR WRITING?**



**WHERE DO THEY SPEND THEIR TIME ONLINE AND OFFLINE?**



**WHAT GENRES DO THEY CURRENTLY ENJOY?**



**WHAT PROBLEMS, NEEDS, OR DESIRES DO YOUR BOOKS ADDRESS?**

# DEVELOPING YOUR **WHAT**

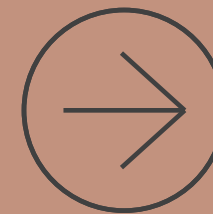
Your **WHAT** refers to your books, services, and brand identity—the things that you offer to your audience.

## Why Your **WHAT** Matters

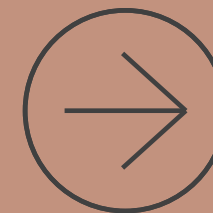
- Clarifies your niche and specialties.
- Differentiates your work from competitors.
- Strengthens your brand consistency and messaging.

## Refining Your **WHAT**

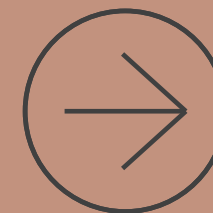
Many authors focus on **WHAT** first, before considering their **WHY** and **WHO**. However, having a solid foundation helps refine your offers to better serve your audience and align with your purpose.



**DEFINE THE GENRES AND THEMES YOU WRITE IN.**



**IDENTIFY WHAT MAKES YOUR BOOKS UNIQUE.**



**DETERMINE ADDITIONAL OFFERS: SPEAKING ENGAGEMENTS, MERCHANDISE, COURSES, ETC.**

# DISCOVERING YOUR **WHERE**

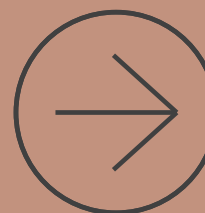
Where does your brand show up? Your **WHERE** includes the platforms and spaces where readers find you, buy your books, and interact with your brand.

## Why Your **WHERE** Matters

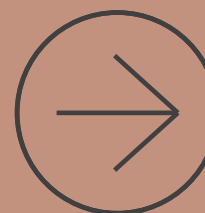
- Maximizes visibility and accessibility.
- Ensures seamless interaction across all platforms.
- Helps attract and retain readers effectively.

## Choosing the Right Channels

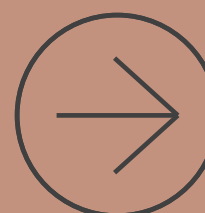
Start where your audience is naturally present. Don't force them to come to you—meet them where they already spend their time. Ensure a consistent look, feel, and message across all platforms so readers instantly recognize your brand wherever they find you.



**WEBSITE & BLOG — YOUR HOME  
BASE FOR BRANDING.**



**SOCIAL MEDIA — INSTAGRAM,  
FACEBOOK, TIKTOK, LINKEDIN.**



**DIRECT AND PERSONAL READER  
ENGAGEMENT.**

# SOCIAL CHANNELS

## SOCIAL COMMUNITY

Social media users thrive on connection and fostering online relationships through shared activities and relatable content (e.g. Facebook is a community-based platform). Many brands leverage community-based, group-focused platforms to boost engagement and connect with their audience.

## SOCIAL PUBLISHING

Sharing photos and videos online is a key form of social publishing. Use this strategy to boost awareness with eye-catching images and dynamic videos showcasing their products. Authors can use platforms like Instagram, Tumblr, and Pinterest to share visually appealing, staged photos and videos of their books or reference materials, helping to engage their audience and bring their work to life.

## SOCIAL COMMERCE

Platforms like Patreon, Medium, and Substack help you retain customers and build brand loyalty by offering paid, discounted, and/or free content that encourages engagement and drives sales. You can convert fans into customers, invite readers to leave glowing reviews, and attract new audiences to sample your work. A foundation for long-term growth and multiple income streams.

## SOCIAL ENTERTAINMENT

This would include TikTok, YouTube Shorts, Instagram Reels, Likee, and Snapchat. This is your platform for play and enjoyment, such as gaming sites, video channels, and entertainment communities. These channels target specific younger demographics.

# PLANNING YOUR WHEN

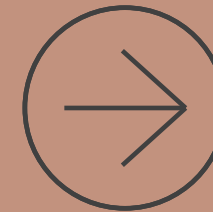
Your WHEN refers to when and how you create and share content. It's about building a presence through storytelling, engagement, and consistency.

## Why Content Strategy is Essential

- Establishes a strong, trustworthy brand identity.
- Keeps your audience engaged and connected.
- Reinforces your expertise and authenticity.

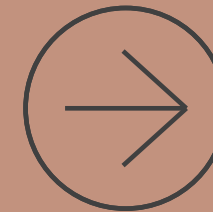
## Creating a Content Plan

Your WHEN ensures your brand stays active, engaging, and memorable.



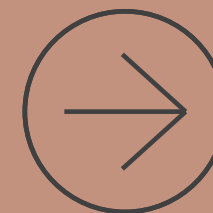
### SCHEDULE REGULAR CONTENT

Plan social media posts, blog updates, and newsletters.



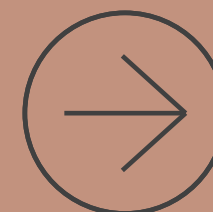
### VARY YOUR CONTENT TYPES

Combine writing insights, personal stories, promotions, and behind-the-scenes.



### LEVERAGE STORYTELLING

Share your author journey, inspirations, and writing process.



### ENGAGE WITH YOUR AUDIENCE

Ask questions, host discussions, and respond to comments.



# YOUR AUTHOR IDENTITY CANVAS

Your author brand is a living, evolving entity. It's built through your WHY, WHO, WHAT, WHERE, and WHEN—each element working together to create a compelling, authentic presence.

- Download the Author Identity Canvas and begin filling it out. [betweenfriendspublishing.com/litfest](https://betweenfriendspublishing.com/litfest)
- Identify one action step you can take today to strengthen your brand.
- Connect with us at [hello@betweenfriendspublishing.com](mailto:hello@betweenfriendspublishing.com) for one-on-one support, publishing services, and more!



**Between Friends**  
PUBLISHING

Thank you for joining us. We can't wait to see you flourish!