



Quick Start Guide to Your Author Brand

myauthorwebsite.com

MY AUTHOR WEBSITE

Tips for Filling Out Your Quick Start Guide

Step 1: Define Who You Are as an Author

- Think about what makes you or your stories stand out. What are your unique themes, characters, or tone?
- Write down what feels most "you" without overthinking.

Step 2: Know Your Audience

- Picture your ideal reader. Who are they, and what do they want from your books?

Step 3: Visual Branding Essentials

- Look at a few authors in your genre. What colors and fonts feel consistent in their branding?

Step 4: Define Your Tone & Style

- Think about how you want your books to feel. Are they cozy, suspenseful, funny, reflective, or something else? Which parts of that feeling would you want readers to recognize on your website?

Step 5: Consistency Checklist

- Double-check: does everything (website, covers, social media posts) look and feel like the same "brand"?
- Stick to the same fonts, colors, and tone in everything you share.

Step 6: Bring It All Together

- Write a one-liner that sums up your brand, like: “I create cozy mysteries with clever twists and an engaging, witty tone.”

Final Tip:

Don’t stress. Your brand will evolve over time. Focus on the basics and adjust as you grow.

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Create Your Author Brand, Fast

Step 1: Who Are You as an Author _____

What Makes You Unique?

_____

Genres: _____

Core Themes (e.g., resilience, adventure): _____

Tone/Voice (e.g., warm, witty): _____

Unique Selling Point

What sets your work apart? *Examples*: *diverse characters, gripping plots, relatable humor.*

_____

Step 2: Know Your Audience

Quick Reader Profile

Age: _____

Gender: _____

Preferred Reading Formats: _____

What they seek in your writing (e.g., escapism, inspiration):

_____

_____

Step 3: Visual Branding Essentials

Logo Idea:

_____

Main Brand Colors (Hex Codes or Descriptions):

_____

Font Choices

Heading Font: _____

Body Font: _____

Step 4: Define Your Tone & Style

_____

_____

_____

Step 5: Consistency Checklist

Use this checklist to ensure brand consistency across platforms:

- ☐ Website matches branding elements (logo, colors, font).
- ☐ Social media posts reflect your voice and style.
- ☐ Book covers align with your genre and themes.
- ☐ Newsletters follow your tone and branding.
- ☐ Imagery matches your branding and style.

Step 6: Bring It All Together

Write a one-sentence summary of your author brand: "I am an author who writes [genre and themes] with a tone that is [describe your tone/voice] and a style that [describe your unique approach]."

_____

_____

Your Style Guide Essentials

Quick Reference Guide

Colors

Primary Color:

Color Name: _____ Hex Code: _____

Secondary Color:

Color Name: _____ Hex Code: _____

Accent Color:

Color Name: _____ Hex Code: _____

Fonts

Heading Font: Font Name: _____
For: Headings and Subheadings

Body Font: Font Name: _____
For: Paragraph Text and General Copy

Other Font: *Font Name*: _____
For: Logos, Quotes, or Special Highlights

Tip: Ensure your fonts are easy to read and match your brand's tone (serious, playful, elegant, etc.).

My name is Michelle Miller, and I design websites for authors. I'm the author of Launch Your Author Website: Everything You Need to Build Your Author Website. I love writing and design and I believe every author deserves a website that truly reflects their voice. I'd love to help you.

Michelle Miller



Take the next step with Your Author Style Guide Workbook.

MY AUTHOR WEBSITE

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