***Manuscript to Movement: How to Brand and Market Your Book***

*Brand Development Exercise Handout*

This handout provides a series of exercises to help you develop and refine your book brand.

**Unique Selling Proposition (USP)**

* Identify what sets your book apart from others in the same genre or category.
* Consider the themes, concepts, or messages that make your book unique and valuable to readers.
* Define your USP in one sentence that clearly communicates the main benefit or solution your book offers to readers.

**Brand Identity**

* Brainstorm words or phrases that describe the tone, mood, and personality of your book.
* Consider the emotions and feelings you want your brand to evoke in your target audience.
* Choose three adjectives or descriptors that best represent your book's brand identity.

**Title and Cover Concepts**

* Generate multiple title ideas that reflect the themes, genre, and tone of your book.
* Sketch or describe potential cover concepts that visually represent your book's brand identity.
* Consider color schemes, imagery, typography, and other design elements that align with your brand.

**Author Brand Alignment**

* Reflect on your personal values, interests, and experiences as an author.
* Determine how your author brand aligns with the themes, messages, and aesthetics of your book brand.
* Identify ways to integrate your author brand into your book marketing efforts and promotional materials.

**Brand Consistency**

* Review your brand elements (title, cover, author brand, etc.) to ensure they are consistent and cohesive.
* Evaluate how well your branding elements align with your target audience's preferences and expectations.
* Make any necessary adjustments or refinements to enhance brand consistency and effectiveness.