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

*Exercises to Identify Your Book's USP:*

1. **Feature Analysis:** List the key features of your book, such as plot twists, unique settings, diverse characters, or unconventional narrative structures. Identify which features differentiate your book from others in the same genre or category.
2. **Benefit Identification:** Consider the benefits that readers will gain from reading your book. These could include entertainment, emotional resonance, knowledge acquisition, escapism, or personal growth.
3. **Value Proposition Exploration:** Explore the value propositions of your book—what makes it worth readers' time and investment. This could include elements such as originality, depth of insight, relevance to current events, or universal themes that resonate across demographics.
4. **Reader Feedback and Comparison:** Gather feedback from beta readers, critique partners, or trusted peers who have read your book or are familiar with its genre. Ask them to compare your book to others they've read and identify what makes your book stand out.