

# Special Free Webinar: Write Your Author Branding Statement



Master Teacher, Beth Barany  
Creativity Coach for Writers

Tues., March 29, 2016  
5pm Pacific/ 8pm Eastern

Register here: <http://bit.ly/BrandingStatementWebinar>



# Branding + Marketing For Novelists

## Author Branding Statement

With Beth + Ezra Barany,  
Barany School of Fiction



# What do you write?

Get readers curious!

I write young adult action adventure to empower young women to be the hero of their own lives.

I write sensual paranormal romance that inspires women to feel rapture and the power of true love.

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# Your Genre: Be Specific



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Examples:

- Historical romance; *more specific*: medieval romance; *even more specific*: medieval Scottish romance
- Mystery; *more specific*: cozy mystery; *even more specific*: cozy knitting mystery
- Self-help; *more specific*: diet and wellness; *even more specific*: health and wellness for women
- Your turn: \_\_\_\_\_

# Your Audience



## Keep in mind:

- Who you write for
- Pick **one**
- **Be specific**

Your Turn:

- \_\_\_\_\_

## Examples:

- “Women” or “avid readers” or “women and girls”
- “Jewish adults”
- “Children of all ages”

# Your Audience's Desired Experience or Result



**Q:** What kind of readers does your work appeal to the most?

**Describe your audience** by specifying what they desire when they read the type of book you write.

## Examples:

- "Women who want an out-of-this-world adventure"
- "Middle-age Midwesterners looking for a sweet escape"
- "Savvy women"
- "Adults interested in Jewish themes"
- "Truth seekers"

## Your Turn:

- \_\_\_\_\_

*And more...*

## What do you write?

Get readers curious!

I write inspired stress relief books that help attorneys and other overwhelmed professionals thrive purposefully 24-7.

I write suspense novels that thrill adults interested in Jewish themes to challenge their personal relationship with Judaism.

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# Your Intended Action Upon the Reader



## What do you want to do for your readers?

- Inspire
- Motivate
- Transport
- Challenge
- Help?
- Guide?
- Other?! The possibilities are only limited by your imagination!

**Pick only one.  
Yes one!**

### Your Turn:

- \_\_\_\_\_

*Your Turn!*

What do you write?

Get readers curious!

This section left intentionally blank for you to draft your author branding statement, your Clear Message.

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# Branding & Marketing for Novelists

Bootcamp Course, April 1-30 2016

# Branding + Marketing for Novelists Bootcamp Course

Join us for the next class, **Branding and Marketing for Novelists Bootcamp course:**

**April 1-30, 2016**

## Who This Bootcamp is For:

- **Unpublished authors**, getting ready to publish in 3-12 months, and wanting to be prepared for their first book launch.
- **Published authors** wanting to get clear on their author branding or change up what they have.
- **Independently published and traditionally published authors**. All authors need to understand and be able to manage their author brand.

**WHEN:** 4 Weekly Live Calls, Tuesdays at 5pm Pacific/8pm Eastern on Zoom

<http://30daywritingchallengefornovelists.bethbarany.com/>

# Branding + Marketing for Novelists Bootcamp Course

## Week 1

- Lesson 1: Your **core values** and how to make sure those are a part of your branding and marketing
- Lesson 2: **What you stand for** and how this can support your marketing efforts
- Lesson 3: **Defining your audience** so that your marketing speaks to them

## Week 2

- Lesson 4: Crafting a **1-sentence branding statement** to entice and invite people into your world
- Lesson 5: Writing an **author bio** for your blog and social media to have at the ready
- Lesson 6: How to use one of the most important tools in marketing: **the Call to Action**, in a way that's aligned with your values

## Week 3

- Lesson 7: How to set up a **mailing list system** that works while you sleep
- Lesson 8: Who your **Key Influencers** are and why they're important
- Lesson 9: Learn why **launching and campaigns** are important and how to craft successful ones

## Week 4

- Lesson 10: Ways authors can use their **blog and what to say in blogging**, and how to determine if blogging is right for you)
- Lesson 11: Drafting a **content plan** that plays to your strengths, interests, and what works for you

<http://30daywritingchallengefornovelists.bethbarany.com/>

# Branding + Marketing for Novelists Bootcamp Course

## Hands-On Learning

**Learning by doing**, so this live course comes with some special features:

- We'll run a **Facebook party**.
- We'll run a **Twitter chat**.
- We'll have **1 live webinar**.

Plus, because getting personalized feedback is also a big part of learning, this course comes with the added bonus of an **online book marketing assessment from Beth Barany**, the course instructor, and **a 30-minute phone session with her. (A \$150 value)**

<http://30daywritingchallengefornovelists.bethbarany.com/>

# How to Sign Up

Join us for the next class, **Branding and Marketing for Novelists Bootcamp course: April 1-30, 2016**

<http://30daywritingchallengefornovelists.bethbarany.com/>

**Sign Up Deadline:** Wednesday, March 30, 2016, 9pm Pacific / 12midnight Eastern

**DIVE IN Level: \$99**

**ALL IN Level: \$199**

# What You Get

## Option #1: Dive In (\$99)

This level comes with all the learning modules and the four weekly calls.

- **Private Facebook group for April 2016** (or, Twitter #30DAYWC) to continue the support, accountability, and tailored guidance.
- **Three Live Hands-On Marketing Events** just for the students of this clients.
- **Four Live Teaching/Coaching calls:** Tuesdays at 5pm Pacific/8pm Eastern on our Zoom channel for spot checks, motivation, writing tips during your busy life, real-life hands-on edits, and cheers on every step you take.
- **A Online Book Marketing Assessment from Beth Barany**, the course instructor, and a 30-minute phone session with her. (A \$150 value)

# What You Get

## Option #2: ALL In \$199 (Valued at over \$600)

All of the above from Option #1, plus:

**Bonus: A one-on-one private 60-minute coaching call with Beth Barany, accompanied with a read-through and notes** of your marketing and branding statements (bio, 1-line statement, launch plans, etc.) with Beth.

(Schedule your call with Beth as soon as possible. You need to take advantage of actually having the call before May 27, 2016.)

Normally, Beth's coaching calls are billed at \$225 per hour, but she's offering a deal here to those who are committed to the marketing their novels.

# Get Even More Support

Join the **Group Coaching Program for Genre Novelists (12-month program)**, and get the Branding class, DIVE IN level, **for free**

Here: <http://coaching.bethbarany.com/>

"I feel like I am in an MFA program... The camaraderie I have relished as a member of Beth's "Fellowship of the Pen" and "Group Coaching for Genre Novelists" has been just the support I need to work through my fears as a new novelist as well as to keep me accountable to my peers." -- Hugh Tipping

# Questions? Answers!

Email Beth Barany:

[beth@bethbarany.com](mailto:beth@bethbarany.com)

A graphic featuring a light orange circle on a grey background with a blurred image of a building. Inside the circle, the text 'Branding & Marketing for Novelists' is written in a black, sans-serif font. Below the circle, the text 'Bootcamp Course, April 1-30 2016' is written in a red, sans-serif font.

Branding &  
Marketing for  
Novelists

Bootcamp Course, April 1-30 2016