



www.FauziaBurke.com

What is Your Online Brand?

The best part about online marketing is that it levels the playing field. We are more connected than ever before so the author with the biggest marketing budget doesn't always win. Although establishing your brand takes time and consistent effort, the world of social media can speed up the process of creating connections. Yet with all this interconnectedness, how do you prevent your brand from getting lost in all the social media noise?

The answer: Be uniquely you. Aim for authenticity. Take some time to consider what you want people to think of when they think of you.

Every year I attend a branding conference at Columbia University called Brite. I love it because it gives me a chance to step outside of the book publishing industry and hear success stories from other industries.

A couple of years ago, I heard a presentation from Mary Beech, Chief Marketing Officer of Kate Spade. I was so impressed with their branding mission and how clearly they knew the "Kate Spade girl." She said that "without a clear brand voice, social media can be paralyzing & downright detrimental." I agree.

It is important to make your brand as clear and compelling as possible. If you had to go around a room and describe your brand to a group of people, could you do it in just a few sentences? You want people to gravitate towards you because they identify with it, so keep it impactful and interesting. Here are some questions that can help you think of your personal brand.

Tip for #BusyAuthors: A personal brand statement allows you to carve out your niche and helps you decide the content and tone of what you share.

Questions to Help You Identify Your Brand

As you answer these questions, remember this is not an elevator pitch. You don't have to share these responses with anyone. It's just a way to get clear on your personal brand.

What skills do you possess that you can speak honestly and confidently about?

What do people say about you?

What is your greatest strength?

What type of information can you share to offer value?

What are your passions?

What type of personality do you have?

What are your natural or learned gifts?

What topics are you most often asked about?

What is a problem you are solving with your book?

What makes you stand out?

How do you differ from others in your same niche?

Here's a sample of my brand statement once I was done with this exercise:

I help authors and publisher promote their books online. I have 20 years of experience which allows me to advice my clients and readers on the most effective and efficient methods for building their brand and promoting their books. I am enthusiastic and passionate about my work, some even call me a true-believer. My curiosity and optimism has made me a natural risk-taker and has kept me ahead of the curve. My mission is to demystify online marketing and give practical, jargon-free advice.

In this brand statement are clues about the content I share on social media. I usually give advice about book marketing, share my enthusiasm for all things digital, express the joy (and hardship) of being an entrepreneur, and keep my tone upbeat and optimistic. I may mention other things but quickly come back to the content that builds my brand.

Now it's your turn, write down your brand message and look for clues for your brand voice.

One more exercise: Looking at my brand message, I could share information about:

1. _____
2. _____
3. _____

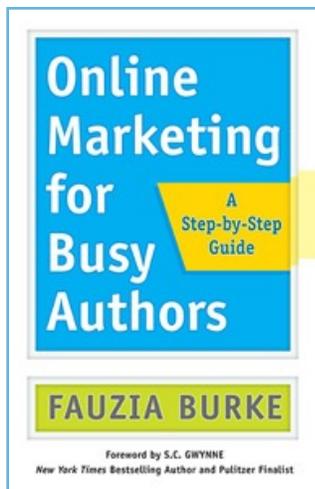
My brand voice is: _____ and _____ .

Online Marketing for Busy Authors by Fauzia Burke

Here are some examples of brand voice: upbeat, optimistic, serious, creative, fun, hip, artsy, funny, silly, whimsical, personable, smart, educational, inspirational, helpful, trendy, classic, sassy, etc. Please stay away from snarky. It usually doesn't play well online.

Many people struggle with what to say and share on social media. These exercises should help you decide on your content and voice. When in doubt, look at the list above and decide if the content you want to post fulfills your brand promise.

You've got a start on your personal brand. What should you think about next? Think big—explore your dreams for your book.



Online Marketing for Busy Authors: A Step-by-Step Guide

By Fauzia Burke

Foreword by S.C. Gwynne, *New York Times* bestselling author

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Fauzia Burke, a digital book marketing pioneer and friend of overwhelmed writers everywhere, not only makes the job of building your online brand doable, but she proves that it can be fun and fulfilling.

Burke takes authors step by step through the process of identifying their unique personal brand, defining their audience, clarifying their aspirations and goals, and setting priorities. Once that foundation is established, she walks you through the process of developing a personalized, sustainable long-term online marketing plan. She offers advice on designing a successful website, building a mailing list of super fans, blogging, creating

an engagement strategy for social media, and more.



Fauzia Burke is the the author of [Online Marketing for Busy Authors](#) (Berrett-Koehler Publishers, April 2016) and the founder and president of [FSB Associates](#), the premier online publicity, marketing and branding firm for books and authors. Since the inception of the company in 1995, FSB has been a trendsetter in developing integrated online marketing campaigns that include web design, social media strategy, and online publicity.

Fauzia has promoted the books of authors such as Alan Alda, Arianna Huffington, Deepak Chopra, Melissa Francis, S. C. Gwynne, Mika Brzezinski, Charles Spencer and many more. A nationally recognized speaker and online branding expert, Fauzia writes for the Huffington Post, and many other online publications.

For online marketing, book publishing and social media advice, follow Fauzia on Twitter ([@FauziaBurke](#)) and Facebook ([Fauzia S. Burke](#)). For more information on the book and her company, please visit: www.FauziaBurke.com.