**Five Words That Describe Your Brand**

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What is your brand? Let’s focus on words that convey your brand and then use these words to craft a brand message and brand voice to attract your target readers.

1. Brainstorm the following ideas:

* What does your writing bring to the table for your reader?
* What words differentiate your writing/books from others in the same genre.
* Can you use any that describe your writing style “edge of your seat,” “Breathtakingly original?”
* Genre of your books (sci-fi, romance, how to, children’s)
* Mood your books convey (terror, anticipation, falling in love)
* Topics covered in your book (hurricanes, 18 century London, small town, Western)

1. Now narrow these down to five words that describe your brand.

1.

2.

3.

4.

5.

1. Fine tune these using action words, more intense or specific words.

1.

2.

3.

4.

5.

Be ready to share!