



From book to brand:

Personal branding for independent publishers and authors

Checklist for your own content

PR materials before the book fair begins:

- Flyer with a map showing your exhibition stand number/hall number
- Printed copy of the schedule for your own on-site events (at the exhibition stand, etc.)
- Professional press release for the book/book series (max. 2 pages)
- Book details such as publication date, format, number of pages, ISBN and retail price
- Professional photo of the author and cover image (also available via QR code)
- Short biography of the author
- Quote reader testimonials and reviews (Important: Obtain permission in advance!)

Pro Tip:

Define your author persona:

Reflect on your values, interests, and writing style to create a coherent and authentic brand identity. Consider what makes you unique as an author and which aspects of your personality you would like to share with your target audience. Traditionally, author biographies are written in the third person and should be concise and to the point.

Key PR Insight: You don't need to speak louder—you just need to express yourself more clearly.

3 steps to building your own brand (author branding)

- **Who are you?** What you write, how you write, and your philosophy regarding your books and writing. Identify your core messages—what makes your brand unique—and stick to them.
- **Define your area of expertise:** Think about how your expertise—whether from formal education, experience, or a hobby you're passionate about—can be woven into your writing.
- **What is your brand promise?** Create an emotional connection through your verbal and non-verbal communication (how you present yourself to your readers at a book signing, your approachability, and your professional demeanor).

Pro Tip:

Stay consistent: Make it your mission to continually develop your brand to keep pace with your evolving career. Just as in life itself: if the image you project does not align with your values, the brand should be refined and adapted so that it fits again. This is an ongoing process.