

Branding for People Who Are Not Cows

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A step-by-step approach to building a marketing identity that focuses on an author's uniqueness.

Repeat to yourself: "I am not a cow. I am not part of a herd. I am a unique individual."
Beware of professionals who apply the same strategies for everyone and don't understand this.

Beware of professionals who don't acknowledge the difference between books and bakeries.

Beware of hoopla and hype.

Know who you are.

-This is the most important thing of all.

Clarify your message / your overarching theme / your unifying idea / your essential genre.

-This is the second-most important thing.

The above two things take time. If you rush in too quickly, you may make things harder later on.

-Print or post things tentatively in ways that won't be too hard to alter or replace.

Experiment. Get feedback.

Go through phases and take your time to get it right.

When you're ready, spend money and hire a professional.

-It's a one-time, or occasional, investment. If you want to be professional, do it.

(No whining. It's almost always worthwhile in the long run.)

Examples of taglines

Examples of websites

Examples of business cards