



Dabble Premium Author Brand Guide

Section 1: Understanding Your Unique Voice and Style

1. Self-Reflection

Write and Analyze: Spend 15 minutes writing a short story or a few pages of a story (or analyze a chapter of your current WIP). Then, answer the following:

- What tone did you adopt?
- What themes emerged naturally?
- What kind of characters did you create?
- What stylistic elements (e.g., sentence length, use of dialogue) stood out?

Identify Your Defaults: Reflect on your writing and reading preferences.

- What genres do you gravitate towards?
- What themes and motifs do you often explore in your writing?
- What types of characters do you enjoy writing?

Distinctive Elements: Figure out what makes you *you*.

- List three things that make your writing unique.
- What influences have shaped your writing style?

Section 2: Defining Your Target Audience

1. Identify Ideal Readers

Community Engagement: Join and observe reader communities related to your genre. What are the common interests and dislikes?

Social Media Analytics: If applicable, use analytics tools to gather demographic data about your followers. Note common age groups, locations, and interests.

Survey Your Audience: If you have an email list, send out a survey to gather demographic and interest-based information.

2. Understand Your Audience

Who is your target audience?

- Age Range: _____



- Interests: _____
- Favorite Genres: _____

What do your readers expect from your books? (e.g., happily ever afters, magic systems, deep themes, etc.)

- Expectation 1: _____
- Expectation 2: _____
- Expectation 3: _____

3. Create Reader Personas

- **Basic Information:** Age, gender, location, occupation.
- **Reading Preferences:** Favorite genres, typical reading habits, preferred book formats (e.g., e-books, paperbacks).
- **Interests and Values:** What do they care about outside of reading? What values resonate with them?

Section 3: Crafting a Consistent Voice and Style

1. Develop a Style Guide

For a full breakdown of style guides, [check out this Deep Dive](#). Here's a condensed version for building a brand.

Preferred Words and Phrases: List words and phrases that reflect your style.

Tone and Mood: Describe the tone and mood you aim to convey in your writing.

Punctuation and Formatting: Outline your preferences for punctuation, paragraph structure, and other formatting details.

2. Consistency Check

Review Past Content: Look at your past blog posts, social media updates, and newsletters. Are they consistent in voice and style?

Set Reminders: Schedule periodic reviews of your content to ensure consistency.

Section 4: Building Your Visual Identity

1. Color Scheme

Primary Color: Choose a primary color that aligns with your genre and style.



Secondary and Tertiary Colors: Select secondary and tertiary colors to complement your primary color.

2. Images and Fonts

Image Style: Decide on the style of images you will use (e.g., dark and moody, bright and whimsical).

Fonts: Choose at least two fonts: one for headers and one for body text. Ensure they are legible and match your style.

Section 5: Creating an Online Presence

1. Website Elements

For a complete guide to building an author website, check out our Deep Dives ([Part One](#) and [Part Two](#)) and our [Premium Workshop](#).

- **Homepage:** Include a strong call to action
- **About Page:** Share your professional journey and personal stories
- **Contact Page:** Use a form for reader contact and include social media links
- **Blog:** Plan content that provides value and engages readers
- **Books:** Organize your books by series or release date

2. Social Media Strategy

Platform Focus: Choose one or two platforms to focus on initially.

Content Plan: Outline a plan for regular posts, engagement, and interactions.

Brand Consistency: Ensure your social media profiles reflect your voice, style, and visual identity (aka your brand).

Section 6: Ongoing Brand Development

1. Regular Reviews

Schedule Reviews: Set aside time every few months to review your brand elements and content. Put it into your calendar to make sure it gets done

Adapt and Evolve: Be open to evolving your brand as you grow as an author.