# Original : Brand Identity Worksheet

This worksheet will help you begin to identify your brand as an author. This will apply to how you digitally present yourself on your website and social platforms.

### PART 1

What are three identities that you embody in your author persona? (For more information about how to complete this exercise, watch the Week 1 meeting recording).

* Identity One
* Identity Two
* Identity Three

Exercise Example;

Mackenzie Finklea

* I am a museum nerd.
* I am a publishing coach.
* I write ✨museumy✨ books.

### PART 2

Thinking about relevant hashtags for your social content is helpful to identifying your brand and audience as well. List ten relevant hashtags that correlate with your work. Be specific. It may be useful to think of your book’s genre in shaping some of your hashtag choices.  (Do not list: book, reading, author, writing, bookish, bookstagram, authorlife, writerslift).

* one
* two
* three
* four
* five
* six
* seven
* eight
* nine
* ten

Use any combination of the above hashtags alongside your work. Here are other hashtags to consider utilizing that are less specific and less brand centric.

* bookish, bookstagram, authorlife, author, amwriting, amreading, authorsofinstagram, writersofinstagram, bookstagram

Exercise Example;

Kyra Dawkins

* dystopian
* fiction
* dystopianlit
* speculativefiction
* specfic
* horror
* blackauthorsofinstagram
* dystopianwriters
* fantasyauthorsofinstagram
* dystopianauthorlife,