

AUTHORING THE BRAND OF YOUR BOOK

BRANDING AN AUTHENTIC BOOK TO
MAINTAIN MESSAGING ENDURANCE



BRAND MESSAGING STRATEGIST
LOREN WEISMAN
LORENWEISMAN.COM

FISH STEWARDING GROUP/ FSG MESSAGING AND OPTICS



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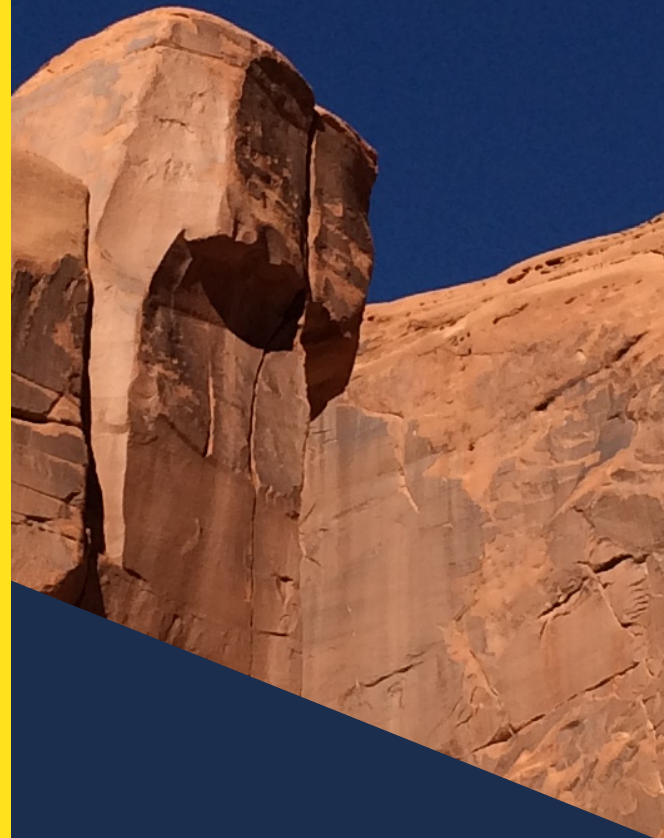
AUTHORING THE BRAND OF YOUR BOOK TALK TITLE DESCRIPTION.

BRANDING TENDS TO BE ONE OF THE
LAST THOUGHTS ON ANY WRITERS
MIND AS THEY ARE PENNING THEIR
MANUSCRIPT. HOWEVER, IN TODAY'S
MARKET, HAVING A BOOK THAT IS
AS ALIGNED AS STRONG AS
POSSIBLE WITH THE STRONGEST
BRAND FOR EXPOSURE, MARKETING
AND PROMOTION WILL CREATE A
GREAT DEAL MORE OPPORTUNITIES
AND SALES.

AUTHORING THE BRAND WHILE WRITING THE BOOK

FROM INITIAL DECISIONS RANGING
FROM COVER ART TO LOGOS,
QUOTES TO CHAPTER TITLES AND
LAYOUTS THAT ALIGN WITH THE
MARKETING CONTENT, THIS FIRST
STAGE OF ORGANIZING IS A MUST.
BY CREATING THE LARGER BRAND
PICTURE AS THE PICTURE OF THE
BOOK IS COMING TOGETHER, IT
ASSISTS ANY BOOK IN ANY GENRE
WITH GREATER EXPOSURE.

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TAKE AWAYS FROM

AUTHORING THE BRAND OF YOUR BOOK SEMINAR WITH LOREN WEISMAN

What's in a name or chapter title?

Why are pull quotes so effective?

The three audience marketing plan

Expanding the stories to cross-market the book

The editorial calendar approach

Easter Eggs and how useful they can become

preemptive marketing

plagiarism or close call adjustments

video applications

audiobook extensions and expansions

multiple products

Maintaining engagement with people that already
have read the book



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LOREN WEISMAN IS A BRAND MESSAGING STRATEGIST WITH A FOCUS ON THE AUTHENTICITY, AUTHORITY, OPTICS, PSYCHOLOGY AND PERCEPTIONS OF A BRAND, PERSONA OR PRODUCT FOR FSG MESSAGING AND OPTICS. HE ALSO THE HOST OF THE BRAND MESSAGING PODCAST; WAIT WHAT REALLY OK.

LOREN'S SPEAKING AND TALKS FOCUS ON THE BRAND MESSAGING STRATEGIES, MARKETING PERCEPTIONS, AUDIENCE OPTICS AND AUTHENTIC ENGAGEMENT METHODS.

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