

# THE FEARLESS FREELANCE WRITER'S GUIDES



**BUILDING  
YOUR WRITING BIZ  
BRAND**

**WORKSHEET**

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TODAY!**

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TAKING CARE OF THE **BUSINESS** OF **WRITING**



**THE**  
**WRITING BIZ**  
*Podcast*

*with* **LAURA**  
**WILLIAMS**

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## **BRANDING YOUR WRITING BIZ WORKSHEET**

I developed this simple worksheet to help you create a consistent online branding presence that is representative of your writing business. Take time to complete the worksheet and then consider sharing it with someone. Often the people around you see more of what we have to offer than we do!

# DEFINE YOUR BRAND

What experience do you offer?

What makes you different from your competitor?

What are your strengths?

What are your weaknesses?

Write two sentences that explain who you are as a writer.

# YOUR COMMUNICATION STYLE

Decide the tone you will use in your communication. Do you intend to relate to your audience in a casual, professional or analytical style. Maybe you will choose a combination of these styles.

Do you plan on communicating through short or long form blog posts, social media posts, articles, ebooks or video? Consider your options and where your time is best spent for the impact you are trying to achieve.

# YOUR BRAND IMAGE

Do you have a great profile picture? Your image should be welcoming yet professional. Consider using a professional photographer.

Create a stylesheet for your brand. Decide on a color palette and the fonts that will be used on all of your branding.

Create a logo for your brand. Unless you have a graphic design background, it is best to hire a professional.

I can't stress enough how important it is that you create a dynamic branding package for yourself. By being recognizable it is easier for your audience to follow you and it helps to build trust. Your brand can help you communicate your expertise and personality to your audience which leads to better connections with your followers.

**Do you have questions?** If you do, please email me at [thewritingbizshow@gmail.com](mailto:thewritingbizshow@gmail.com) or you can DM me on [Facebook](#) or [Twitter](#) . I'd love to hear from you!