



## Author T.A.L.K.

### Week 6 - Strategy for the Authorpreneur — The Relationship between the Book and the Brand

#### Strategy Work:

*Answer the following questions to determine if your current brand can support your book or if your book needs a brand of its own.*

**Yes No**

*We recommend a minimum of 3 “yes” answers to use your current brand to support your book.*

In your estimation, can your brand support a book? Why or why not?

In light of this exercise, what are your thoughts are on next steps in terms of the relationship between your brand and your book?