



## Crafting Your Author Message

When it comes to being an authorpreneur in the digital age, you need to have a core message. What this means is a message that shines through and informs everything you do with your author brand.

You need a message no matter what kind of author you are—blogger, nonfiction, fiction. And the reason is because readers and followers will resonate so much more deeply with you if you can connect with them on a soul-level.

Your message will help you do that.

Some examples of core messages:

- **Comedian Mo’Nique:** love and acceptance of yourself and others
- **Authorpreneur Jennifer Blanchard:** freedom and taking control of your writing destiny
- **Authorpreneur Nicholas Sparks:** love conquers all
- **Authorpreneur Danielle LaPorte:** own your desires and use them to figure out how you want to feel
- **Authorpreneur Kat Loterzo:** life is now, press play

These messages shine through in everything these authors/creators write, create, produce, etc. It’s who they are at their cores and it’s the messages they’re here to spread to the world.

### So, what’s your message?

Here’s a list of questions to prompt you in figuring out your author message:

- What message do you want to share with your readers, followers and fans?
- What do you want to be remembered for?
- What does the world need to hear/know?
- What do you stand for?
- What do you believe in?
- Who are you, at your core?

**Use the space below to answer these questions and brainstorm ideas for your core message:**

**My Core Author Message is:**