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Marketing Translation Framework for Authors

A practical framework translating classic marketing terminology into plain language and actionable strategies for authors.

Marketing Term	Plain-Language Translation	Author Application
Brand identity	What makes you you?	Themes, worldview, personality, aesthetics
Value proposition	Why should readers care?	Emotional payoff, transformation, hope, excitement
Audience segmentation	Who especially connects with this?	Cozy readers, military sci-fi readers, faith readers
Content marketing	Give people enjoyable things related to your work.	Posts, anecdotes, research rabbit holes, behind-the-scenes material
Customer journey	How do strangers become fans?	Discovery → interest → trust → purchase → community
Relationship marketing	Readers follow people, not products.	Newsletter voice, conference interaction, authenticity
Intellectual property ecosystem	One story can create many experiences.	Workshops, podcasts, devotionals, lore, artwork, sequels

Core workshop idea: Authors already possess marketable assets. The goal is not to become someone else, but to organize and present authentic experiences, interests, and themes in ways that connect with readers.
