



# JASON WILLIAM KARPFF

CHRISTIAN AUTHOR/SPEAKER

## The Author Brand Discovery Worksheet

### 1. The Core Identity

- **Your Professional Bio:** Write a 50-word, pitch-perfect summary of who you are.
- **Your Core Mission:** Why do you write? (e.g., to entertain, to educate, to challenge social norms).
- **Three Brand Adjectives:** Pick three words that describe your author persona (e.g., witty, analytical, dark, comforting).

### 2. The Personal Connection

- **Your "Origin Story":** What specific moment or life event made you become a writer?
- **Unique Life Experiences:** List 3 unusual jobs, hobbies, or life events you have experienced.
- **Faith Life:** How did you come to the Lord? How do you carry out your Christian walk today? What is your life verse?
- **Quirks and Fun Facts:** What are 2–3 specific things your friends know you for? (e.g., severe coffee addiction, obsessed with 80s synth music).

### 3. Lifestyle & Personal Background

- **Geographic Roots:** Where do you live, and how does your location influence your worldview or writing environment?
- **Home Life & Family:** What can you share about your family structure, partner, children, or beloved pets?
- **Hobbies & Creative Outlets:** What activities fill your time when you are not writing?
- **Daily Comforts:** What are your favorite foods, drinks, or absolute must-have snacks while working?
- **Seasonal Aesthetic:** What is your favorite season, and how does that mood or weather impact your energy and lifestyle?

### 4. Expertise & Authority

- **Professional Background:** What degrees, certifications, or career experiences do you have?
- **Research Rabbit Holes:** What niche topics have you deeply researched for your books?
- **Lived Experience:** What themes in your books do you have personal, real-world experience with?

## 5. Audience & Genres Alignment

- **Your Genre Focus:** What specific genre or sub-genre do you write in?
- **Inspirations:** What are your absolute favorite books and authors?
- **Genre Tropes & Conventions:** What elements are absolute must-haves in the books you write and read?
- **The Ideal Reader:** Describe one specific person who would love your work. What do they do for fun?
- **Shared Values:** What values do you share with your readers? (e.g., love of justice, desire for escapism).
- **Comp Titles:** Name 3 authors or books that appeal to the exact same audience as yours.

## 6. Content Pillars

- **Behind-the-Scenes Access:** What parts of your writing process can you share? (e.g., messy outlines, mood boards).
- **Non-Writing Topics:** What 2 topics unrelated to your book can you talk about effortlessly? (e.g., rescue dogs, hiking).