



BUT I'M A BESTSELLING AUTHOR; ISN'T THAT MY BRAND?

BY ROB EAGAR

***Bonus article based on Rob Eagar's [Sell Your Book Like Wildfire](http://bookwildfire.com) (bookwildfire.com)*

Some authors think that making the bestseller lists automatically gives them a strong brand. For example, I've worked with several notable authors whose website or personal bio was plastered with the phrase, "New York Times best-selling author." I agree that hitting the bestseller list is a worthy achievement. However, there's a big difference between being a bestseller and having a great brand.

Telling people that you're a bestseller puts the focus on your achievements, rather than focusing on how you help people. The problem is that most people don't care about your accomplishments. They care about how you can improve their life or provide quality entertainment. So building a brand solely on being a bestseller never answers the all-important question that consumers ask, which is "What's in it for me?"

Wise authors market themselves according to both their success and their value. For instance, best-selling author, national radio host, and financial expert, Clark Howard, is a great example of minimizing success

to maximize his brand. Clark has several best-selling books, and he regularly reminds his listening audience to purchase his popular titles. However, Clark spends much more time mentioning his brand, which is “Save more, spend less, and avoid getting ripped off.” He knows that if you stay focused on the value that he provides, you will naturally want to purchase his books.

To clarify, I’m not advocating that best-selling authors hide their success. If you’ve got it, flaunt it. Success breeds success, because humans tend to purchase products according to a herd mentality. Oprah’s book club is a great example. One recommendation from her can motivate millions of people to buy a book. We like saving time and mental energy by letting people we trust tell us what’s worth buying.

Thus making the bestseller list automatically raises your reputation, because you receive an implied endorsement from the masses. However, this prominence doesn’t equal a brand. People may be happy for your success, but ultimately, they’re more concerned with themselves. So make the most of your success by building a value-laden brand in conjunction with your bestseller status.