

Author Personal Style Guide:



This questionnaire will provide you with greater clarity about your own personal marketing style and goals for your campaign. It is also useful in the discussion stages of book cover design, website design, media kit and graphic design.

Style (Tone of the graphics and/or campaign)

☐ Humorous	☐ Cutting edge	☐ Feminine
☐ Stylish	☐ “Out of the box”	☐ Minimalistic
☐ Sleek	☐ Masculine	☐ Clean / sparse
☐ Busy	☐ Conservative	☐ Girly / pretty
☐ Authoritative	☐ Gentle	☐ Wistful / nostalgic
☐ Powerful	☐ Shock factor	☐ Thought provoking
☐ Avant garde	☐ Eye catching	☐ Cool / hip
☐ Glamorous	☐ Old fashioned	☐ Intricate / delicate
☐ Moving / emotional	☐ Elegant	☐ Festive
☐ Cute	☐ Artsy (describe)	☐ Other (describe)

Colors (a) – What colors do you like? (List as many as possible)

☐ Gold	☐ White	☐ Blue
☐ Silver	☐ Black	☐ Yellow
☐ Rose Gold	☐ Red	☐ Purple
☐ Copper	☐ Green	☐ Pink
☐ Orange	☐ Cream / beige	☐ Burgundy
☐ Champagne	☐ Grey	☐ Brown
☐ Lavender	☐ Aquamarine	☐ Other (describe)

Colors (b) – What are your 3 favorite colors?

Color Accents

☐ Metallic	☐ Stone	☐ Wood
☐ Pastel	☐ Shiny	☐ Bright & Bold
☐ Matte	☐ Glowing	☐ Soft / pale
☐ Glitter	☐ Sparkle	☐ Other (describe)

Elements

☐ 3D	☐ Flourishes & swirls	☐ Cute animals
☐ Geometric / angular	☐ Floral	☐ Nature
☐ Soft, curving lines	☐ Filigree / intricate	☐ Flowers
☐ Color gradients	☐ Patterns (describe)	☐ Fire / flames
☐ Textures (describe)	☐ Water / ripples	☐ Other (describe)

Please detail color or style combinations that you like:

Is there anything else you like or want to elaborate on?

What are your specific goals in marketing your book and where do you want to see the most growth?