



The Author Brand Expert

Andrea Guevara is an author branding expert, award-winning entrepreneur, and writer who helps authors position themselves for publishing success and confidently reclaim control of their careers. Formerly the Brand Director of BinderCon, Advisory Mentor for the Queen of England's Young Leaders Programme (UK), and a UCLA X Writers Program scholar, she brings a unique blend of brand strategy, design, psychology, and publishing industry knowledge through her signature author branding methodology, Brand Strength.



EXPERT TOPICS

- How authors can take back more control of their careers
- How what makes you “different” can be your superpower
- How to get more support from your publisher
- Why trying to keep up with the latest marketing tactics are sabotaging your success
- The real reasons your book isn’t a bestseller (yet)
- How information overload is robbing us of the things we’re meant to do.
- How marketing can push you into survival mode and what to do about it
- The crucial differences between branding, marketing, publicity, and other promotion.

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