

Checklist: Pseudonym – Yes or No?

Find out if a pseudonym suits you and which form makes sense. Answer the questions in the following categories and evaluate at the end:

Cluster A: Protection & Privacy

Question	Yes []	No []
Do you want to protect your privacy and shield your job or family?		
Do you write about sensitive or controversial topics?		
Have you already published works you want to clearly distance yourself from?		

Cluster B: Marketing & Genre

Question	Yes []	No []
Do you write in several genres with very different target audiences?		
Does switching genres feel confusing for your readers?		
Do you want to clearly separate different writing styles?		
Does your name play a role in marketing (e.g., distinctive, internationally understandable)?		
Would a gender-neutral name give you access to more readers?		

Cluster C: Practical Implementation

Question	Yes []	No []
Are you willing to maintain social media profiles, website, and branding twice over?		
Do you want to participate in readings, interviews, and public appearances?		

Evaluation

- Many Yes in Cluster A → Closed pseudonym is advisable.
- Many Yes in Cluster B → Open pseudonym is advisable.
- Many Yes in Cluster C → You should carefully weigh whether you can handle the additional organizational effort of a pseudonym.
- Few Yes overall → Your real name is usually sufficient.

How do I find the right pseudonym for me?

Consider whether you want to base your pseudonym on your professional background, whether it should have a genre reference, or whether a neutral name is more appropriate for your target audience. More tips and background information can be found in the related magazine article:

> [Pseudonym – yes or no? How to Master Your Author Personalities](#)

