

*Congratulations! You are about to embark on a life-changing journey towards living your dream of becoming a published author. Being a successful author takes passion, persistence and a willingness to do the work to be successful. It is important to have realistic expectations and also a plan for moving forward. For some, just the act of being published is a personal achievement; for others, achievement is measured in book sales. No matter what your goal is, we can walk the path together.*

*Please answer the following questions as honestly and completely as possible.*

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1. (Proposed) Title of Book:
2. Author Topic(s):
3. Genre: **(Examples: Women, Self Help, Inspirational)**
4. Author Expertise, i.e. what word(s) or topic(s) would you like to be known for?
5. Book Blurb/Synopsis **(150 to 200 words maximum):**
6. Author Bio **(60 words maximum):**
7. Why do you want to have this book published?

8. It is important to become familiar with book publicity and book marketing tactics. How do you intend to market your book prior to its release so that you can take an active role in your book's success?
  
9. There are over 100,000 new titles published each month, so the competition requires an active and effective marketing effort from the author to be successful. How do you intend to take on an active role in generating book sales?
  
10. Who will want to buy your book (target market) and how many actual readers do you think you will be able to meet?
  
11. How will you build a fan base?
  
12. Have you considered that launching a new book will require an initial investment on your end too? Some authors hire publicists and/or online social marketing consultants, some build their own websites. New authors will have to invest more than established authors. Do you have funds set aside to invest in book promotion?
  
13. What are your long-term goals as an author? Do you have other books in mind for publication?