



## Questions for Authors when Submitting Books

*When submitting a book for consideration in the THINKaha series (an imprint of Happy About®), we don't need a full-blown proposal, however, we would like you to spend the time to answer the 6-questions so that we can have a robust conversation with you. We also use the answers to these questions to create the Web page and metadata associated with your book. If you have any questions, please send us an e-mail or give us a call. Please delete all comments that are italicized; we don't need to re-read our comments to you.*

1) What is your name? Please share your 50-100 word bio (in 3<sup>rd</sup> person).

*If we accept your title, this is the bio that is posted on the Web page advertising your book.*

2) What is the suggested title/subtitle of the book? Please provide a one-paragraph summary as well as the keywords associated with the book?

- Title:
- Subtitle:
- Keywords (8-15 key phrases):
- Paragraph summary:

*The paragraph summary should be salesy (written in 3<sup>rd</sup> person) and encourage the prospective reader to want to buy the book. The Keywords are used for search-engine optimization so please don't hold back on sharing the keywords with us. The title should be short and focused on grabbing the attention of your primary audience. The subtitle should be longer, but chock full of keywords, and focused on grabbing the attention of your secondary audience.*

3) What are your personal goals associated with writing this book?

*What do you want to get out of it? What are you looking to achieve as a result of writing this book or of this book series? Fame, money, helping others, etc. This is not a reiteration of #4 -- what you want to do for your audience. Please share what you hope this book will ultimately do for you as an author.*

4) What are the goals for the reader (share at least 4-5 bullet points)? Also, who is the intended audience?

- Intended Audience:
- 4-5 bullet points describing what that the reader will take away after reading the book
  - a.



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- b.
- c.
- d.
- e.

*After the reader reads this book, what do you want them to walk away with or to do?*

- 5) As this book is comprised of 140 tweets, we'd like you to chunk the tweets into sections. What are the proposed sections of the book with a paragraph on each of each section?

*After reading the answers to questions 2, 3 & 4, this is a great way to see if the book will hit the mark.*

- 6) How do you plan on marketing the book?
- a. List your top 5-10 clients and who might be interested in buying your book in bulk.
  - b. What companies, organizations, associations might be interested in marketing or potential buying your book in bulk.
  - c. How many times per year do you speak publicly and what's the typical audience size?
  - d. What ongoing activities will you engage in to continue to push your brand in the marketplace.
    - i. How big is your opt-in list?
    - ii. Number of followers on Twitter, LinkedIn, Facebook, Plaxo?
    - iii. If you blog, what's the url?
  - e. What other tools/techniques/initiatives do you plan on applying to the marketing of your book.