



## Questions for Authors when Submitting THiNKaha App Books

*When submitting a book for consideration in the THiNKaha® App series, we don't need a full-blown proposal, however, we would like you to spend the time to answer the 4-questions so that we can have good content to add to the sales page for 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 your 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. Please follow the format of our other THiNKaha books.*

3) 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.
  - b.
  - c.
  - d.
  - e.

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



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- 4) How do you plan on marketing the book?
  - a. List your top 5-10 clients and who might be interested in buying/distributing 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 can we do to help you?