

Book Writing

An up close analysis of your planned book

General:

1. What are your personal reasons for writing this book?
2. What is your book's primary message (The core idea that you are trying to convey)?
3. What do you have to say on this topic that is different from what has been said before?
4. How will your book change the way people view this subject?
5. What do you want to accomplish by writing and publishing your book? (Be specific.)
6. Who are your target readers?
7. How will this book help your readers?
8. Why are you the appropriate one to write this book? Are you an expert on your subject?
9. What are other books with a similar message? Amazon.com or Bowker's SUBJECT GUIDE TO BOOKS IN PRINT are good places to research this question.
10. How is your book different from other books in the same category?

Book Content and Development:

1. Have you double-checked your material for factual accuracy?
2. Have you clearly attributed other people's work, whether previously published or not?
3. Where you have quoted or paraphrased the work of others, did you maintain consistency with the original intent of the material quoted?
4. If you deviated from the original intent of the material quoted, do you clearly state that your narrative's context or implied concept is a deviation from the original work?
5. Do you presently retain unrestricted rights to all material in your manuscript?

6. Do you have written approval to publish any material for which you do not retain unrestricted rights?
7. Have you described specific individuals, groups, or organizations in such a manner as could be considered libelous or defamatory in nature?
8. Have you made an honest effort to protect the privacy of individuals described in your manuscript (where appropriate)?
9. Do you provide documentation and / or appropriate attribution for facts and / or events set forth in support of your premise?
10. Have you obtained written permission to utilize all quotes and / or data obtained from other sources?
11. Do you consider your concepts, premise, or writings to be inflammatory or offensive to specific groups? If yes, why might it be offensive?
12. Is the message sufficiently important that it needs to be shared, despite its potential to inflame some segment of the reading public? Why?
13. Would using different words mitigate some of the negative reaction you anticipate?
14. Is your message sustainable by facts or anecdotal material?
15. How strongly do you feel about the validity of your message? Can you write about it from a position of conviction?
16. Can your book grab your readers early on and sustain their interest until its end?
17. Can you state the premise of your work in an “elevator speech,” fewer than 10 words?
18. Is your premise still perfectly clear to you, even after close analysis?
19. Do you use stories or anecdotes to make your point?
20. Will readers be better off after they read your book? Can they use your insights to improve their lives?
21. Does your message seem self-serving or “preachy”?
22. If your own actions are widely reported, will the concepts and ideas presented in your book mirror those actions?

Book Marketing Potential

In what format do you see your story (novel, short story, motion picture, etc.)?

1. What is the medium for your story (book, magazine, etc.) ?
2. How would you quantify the market for this book?
3. What do you believe are the best ways to reach that market?
4. What is your target sales amount for this book?
5. What avenues, outlets, or activities do you believe will enhance sales of this book?