

## PLAN MY BOOK QUESTIONNAIRE

Welcome to Author Bridge Media. We are excited to embark on the journey of writing your book with you!

Let's get going planning your book, so you can write a book for greatest impact and marketability. Please answer these questions as best you can.



### **THE PURPOSE OF YOUR BOOK (THE FIVE-REASONS CHECKLIST)**

A book can fulfill several purposes. At this stage, let's clarify your top reasons for writing your book. This will help shape how your book will be written and published later.

The following are the top reasons our authors write and publish books.

Choose your top 3 reasons and rank them in order of importance, #1 being your most important purpose, #2 your second most important, and #3 your third.

Choose #1, #2, and #3 in importance to you:

# \_\_\_\_ Raise Your Credibility

# \_\_\_\_ Attract Revenue

# \_\_\_\_ Inspire People

# \_\_\_\_ Leave a Legacy

# \_\_\_\_ Fulfill a Dream

# \_\_\_\_ Other: \_\_\_\_\_



## YOUR BOOK TOPIC

What is the topic of your book? For example: sales, holistic health method, personal journey, real estate, etc.

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## YOUR BOOK GENRE

Where on Amazon or in bookstores would people find your book? Think about what section or genre your book would be under. For example: business, memoir, children's book, etc.

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## YOUR IDEAL TARGET AUDIENCE

You need to connect strongly to your target audience for your book to support your business and/or life. To do that, you need to know exactly whom you're talking to—before you write the book.

Imagine that your book is done. You've got something you're really proud of in your hands, and you're giving it to somebody. Who are you giving it to?

My target audience is:

Gender: \_\_\_\_\_% MALE AND \_\_\_\_\_% FEMALE

Age range: \_\_\_\_\_ to \_\_\_\_\_ years old

Occupation (X all that apply):

\_\_\_ Entrepreneurs, business leaders, CEOs... \_\_\_ Professionals, executives, managers,...

\_\_\_ Homemakers, spouses, families... \_\_\_ People who..... \_\_\_\_\_

\_\_\_ Associations, organizations, industry groups \_\_\_ Speaker's bureaus, agencies

\_\_\_ Other \_\_\_\_\_

My audience is: \_\_\_ LOCAL \_\_\_ NATIONAL \_\_\_ GLOBAL \_\_\_ OTHER



## WHY YOUR TARGET AUDIENCE WANTS TO READ YOUR BOOK

Are you wondering, “Why would anyone want to read my book?” People buy and read nonfiction books for one primary reason: to solve a problem. Before you start writing, you need to know the main problem that your book will solve for your readers.

Ask yourself:

- What is the **main problem** my ideal reader faces?
- What are the **challenges** my reader is going through?
- What is the **emotional pressure** my reader is experiencing?

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Your book chapters provide the solution to your reader’s problem(s).

Ask yourself: What is the solution or transformation my book will provide to my ideal reader?

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## YOUR BOOK DESCRIPTION

You want an idea of what your book will look like before you start writing.

Choose from the following sizes:

\_\_\_ 88 pages, 5.5" x 7.2"

\_\_\_ 120 pages, 6" x 9"

\_\_\_ 200 pages, 6' x 9"

\_\_\_ Other \_\_\_\_\_

\_\_\_ Charts? Illustrations? Photos?

\_\_\_ Tips? Boxes? Checklists?

\_\_\_ eBook \_\_\_ softcover \_\_\_ hardcover \_\_\_ audiobook

\*\*\*OPTIONAL\*\*\*



### SAMPLE BOOKS

What other books might you like your book to be like?

I like these books for story, writing style, voice, and/or content:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

I like these books for their design style and/or presentation:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



### AMAZON RESEARCH

Check Amazon for other books in your category. Imagine your book in that category. What are the keywords or phrases you want to include in your book title or subtitle?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What are some of the comments in book reviews that will help you write your book?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Other ideas, thoughts, or insights about how you want your book to be....

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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