


BESTSELLER! or BUST?

An open book is shown from a top-down perspective, with its pages slightly curved. The book is dark-colored, possibly black or dark brown. The text 'Take the Quiz' is overlaid on the right page of the book. The word 'Take' is in a simple white sans-serif font, while 'the' is in a smaller white sans-serif font. 'Quiz' is in a large, white, elegant script font.

Take the
Quiz

Gauge Your Book's Success
BEFORE YOU WRITE IT

Claudia Gere

Wouldn't you like to know that your book will be successful before you write it? Here are just a few questions that will give you an idea if you are headed in the right direction.

For each question, mark the answer that best applies to you.

1. What is your book about?

- ☐ **A** A topic I'm passionate about that I'm certain will interest people in my market and more
- ☐ **B** A topic I'm passionate about that I believe others might also find interesting
- ☐ **C** A topic I'd like to learn about and maybe others will as well

2. What are your goals for your book?

- ☐ **A** Build my credibility as an expert and generate publicity for me
- ☐ **B** Share something I think is important with the rest of the world
- ☐ **C** Give my friends and family something that has value for us

3. Are there books on the market that compete with yours?

- ☐ **A** Yes, but mine says something different, deeper, or in a new way
- ☐ **B** Yes, but mine but mine is the book people should read
- ☐ **C** No, but people like variety and may find this interesting

4. Who is your book written for?

- ☐ **A** People who like compelling information expressed clearly and concisely
- ☐ **B** People who are interested in what interests me
- ☐ **C** For me, my family, and close friends

5. What will you do once you've finished writing it?

- ☐ **A** Run, not walk, to find a printer or engage a literary agent
- ☐ **B** Let two close friends read it to see whether they like it
- ☐ **C** Take my friends to dinner in celebration

6. How long is your book?

- ☐ **A** The length major publishers love: 240 pages
- ☐ **B** A fast read, perfect for self-publishing: 144 pages
- ☐ **C** As long (or short) as it takes me to say what I have to say

7. How much will your book sell for?

- ☐ **A** Around \$24.95 hardcover, \$19.97 paperback
- ☐ **B** Enough to cover printing, shipping, and make a few bucks
- ☐ **C** You can't put a price on a labor of love like this.

8. Who will buy your book?

- ☐ **A** The thousands who constantly ask me, "How do you do that?"
- ☐ **B** I'm not sure, but many would probably like to know what I know.
- ☐ **C** It doesn't matter to me if anyone buys it.

9. How will you promote your book?

- ☐ **A** I speak frequently to large groups, on podcasts, and use social media.
- ☐ **B** I will write articles and promote my book online.
- ☐ **C** If I do a good job writing it, people will want it.

10. Where will you sell your book?

- ☐ **A** Bookstores, after my talks, corporations, catalogs, or specialty shops
- ☐ **B** On Amazon.com, BarnesandNoble.com, and my Web site
- ☐ **C** I don't have a Web site, but maybe I'll build one and sell by word-of-mouth.

11. How many copies will you sell?

- ☐ **A** Over 25,000 copies
- ☐ **B** Over 1,000
- ☐ **C** It doesn't matter to me how many.

Count your A's, B's, and C's.

Then find out the success potential for your book on the next page.

Number of A's

Number of B's

Number of C's

ANSWERS:

Now, see what your answers to the quiz are saying about the potential for your book idea.

All A's: It's possible there's a book signing deal in your future. Go for it! Consider reading *Write the Perfect Book Proposal* by Jeff Herman or *Nonfiction Book Proposals Anybody Can Write* by Elizabeth Lyons.

Mostly B's: Your book has potential, but don't plan to become rich or famous unless you consider reading the recommended books in the answers above and below. Do a thorough competitive analysis to find other recent books on the market like yours that are successful, then be sure to offer something with yours that is compelling, new, and different.

Mostly C's: Stop! Don't go any further until you read a few books on writing and selling nonfiction such as *Damn! Why Didn't I Write That: How Ordinary People are Raking in \$100,000* by Marc McCutcheon and *Writing Nonfiction: Turning Thoughts into Books* by Dan Poynter.

Before you write your book, be sure you are writing the right book, for the right reasons, for the right audience? There are so many important decisions to make before you write your book. If you've signed up for my newsletter, then you'll hear about my next Aspiring Authors Program. Or you can subscribe here: <http://tiny.cc/websitesubscribe>

If you want answers now to be sure you're headed in the right direction, you can schedule a 15-minute consultation with me, Claudia Gere, and I'll be happy to run through the kinds of questions that will help you clarify what book you should write and why. <http://tiny.cc/BookGere-15min>



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