



Questions for Authors when Submitting an AHABook™ for AHAtat™

When submitting an AHABook for consideration on AHAtat, we don't need a full-blown proposal; however, we would like you to spend the time to answer the questions below so that we can have good content to add to the sales page for your book.

Once you fill out the document, please send it to submission@thinkaha.com

If you have any questions, please send us an e-mail or give us a call at 408-257-3000.

NOTE: 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 3rd person).

Name:

Bio:

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 AHABook? Please provide a paragraph summary, section titles as well as the keywords associated with the book.

Title:

Subtitle:

Paragraph summary:

Keywords (8-15 key phrases):

Sections:

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.

The paragraph summary should be salesy (written in 3rd person) and encourage the prospective reader to want to buy your book. A minimum of 2-paragraph summary is needed.

The keywords are used for search-engine optimization so please don't hold back on sharing the appropriate keywords with us.

The sections are how you are going to clump your AHAmessages.



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 the reader will take away after reading the AHABook:

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

4) How do you plan on marketing the book?

List your top 5-10 clients and who might be interested in buying/distributing your book in bulk.

What companies, organizations, associations might be interested in marketing or potential buying your book in bulk.

How many times per year do you speak publicly and what's the typical audience size?

How do you plan to co-market with us?

What can we do to help you?