



## Questions for Authors when Submitting THiNKaha Elite Books

*When submitting a book for consideration in the THiNKaha® Elite series, we don't need a full-blown proposal. However, we would like you to spend the time to answer these six questions so that we can have a robust conversation with you. We also use your answers to these questions to create the webpage and metadata file associated with your book. If you have any questions, don't hesitate to 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).

*This is the bio that would be posted on the THiNKaha webpage for your book.*

2) What is the suggested title/subtitle of the book? What are 8-15 keyword terms/phrases that readers would use when searching for your book (i.e. corporate training)? What is your book about?

- Title:
- Subtitle:
- Keywords (8-15 key phrases):
- Paragraph summary:

*The paragraph summary should be "sales-y" (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. (Think of it as a short summation of your book's content.) Please follow the format of our other THiNKaha books.*

3) What are your tangible and intangible goals associated with writing this book?

a. Tangible Goals:

- i What are you expert in?
- ii What are you being hired for?
- iii What do you want to be hired for?

b. Intangible Goals:

- i What are you looking to achieve as a result of writing this book or of



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this book series? Recognition, helping others, something to accomplish in your life time, thought leader in your field, etc. Please share what you hope this book will ultimately do for you as an author.

4) Who is the intended audience? What do you want the reader to get out of your book (share at least 4-5 bullet points)?

- Intended audience:
- 4-5 points describing what the reader will take away after reading your book:
  - a.
  - b.
  - c.
  - d.
  - e.

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

5) As this book is comprised of 140 quotes, we'd like you to chunk the quotes into sections. What are the proposed sections of the book? Please also provide a paragraph description of each section. Please provide 10-15 quotes/ahas/tweets with your submission so we can give you feedback on your style as well.

*After reading the answers to questions 2, 3 & 4, this is a great way for us to see if the book will hit the mark.*

6) How do you plan on marketing the book?

- a. List your top 5-10 clients.
  - i.
  - ii.
  - iii.
  - iv.
  - v.
- b. List any other companies, organizations, associations, etc. that might be interested in marketing or buying your book in bulk.
  - i.
  - ii.



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- iii.
- c. How many times per year do you speak publicly and what's the typical audience size?:
- d. What ongoing activities will you engage in to continue to push your brand in the marketplace?
  - i. How big is your opt-in list?:
  - ii. Number of followers on Twitter, LinkedIn, Facebook, Plaxo?:
  - iii. What's the URL of your company/personal website and/or blog?:
- e. What other tools/techniques/initiatives do you plan on applying to the marketing of your book?