



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) Who is the reader and what do you want the reader to take away from the AHABook? If the goal of your book is to generate speaking or consulting engagements, or to encourage the sale of a product, why should the reader care about what you're talking about? Please address these points below:**

Who is the Intended Audience? *(Please list the types of people you would like to read this book.)*

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What will the reader take away from this book? *(4-5 bullet points describing what the reader will take away after reading the AHABook.)*

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- 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:

AHABook Summary:

Sections Titles: *Can create these while you're writing your AHAmessages if that's easier.*

- Section 1:
- Section 2:
- Section 3:
- Section 4:
- Section 5:
- Section 6:
- Section 7:

Keywords (8-15 key phrases):

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 read and share your book. We're looking for 1-2 paragraphs.

The sections can be more or less than 7 and represent how you are going to clump your AHAmessages.

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

3) 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?

4) What is your name? Please share your 100-250-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.