

**Questions for Authors when Preparing for a Ghostwriting Interview or When Writing themselves.**

*When you are interviewed for your ghostwritten book or when you are submitting your AHAbook™ for consideration on AHAtat™, we don't need a full-blown proposal; however, we need you to spend the time to answer the questions below. In addition to helping ensure that the book addresses the key elements you want to convey, it helps our team create good compelling content to the sales pages for your book.*

*Once you fill out the document, please send it to [submission@thinkaha.com](mailto: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? What is the CPoP (Customer Point of Pain) that you address. 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 this book.)*

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- 2) What is the suggested title and subtitle of the AHAbook? Please provide a short book summary, section titles, and section summaries as well as the keywords associated with the book.**

**Title:** *(insert title here: the title should address the key pain point or key solution you deliver to your clients)*

**Subtitle:** *(insert subtitle here: the subtitle should be longer, but chock full of keywords, and focused on grabbing the attention of your secondary audience)*

**AHAbook Summary:**

*(insert 1-2 paragraph summary here: The book summary should be salesy (written in 3<sup>rd</sup> person) and encourage the prospective reader to want to read and share your book.*

**Sections Titles:** *(This represents the main areas you want to cover in your book: The sections can be more or less than 7. Section titles help you organize your content into specific thoughts/topics. Section summaries describe what a section is all about and what your readers will learn in each section.*

- **Section 1:** *(insert section title here)*
  - **Section 1 Summary:** *(insert section summary here)*
  
- **Section 2:** *(insert section title here)*
  - **Section 2 Summary:** *(insert section summary here)*
  
- **Section 3:** *(insert section title here)*
  - **Section 3 Summary:** *(insert section summary here)*
  
- **Section 4:** *(insert section title here)*
  - **Section 4 Summary:** *(insert section summary here)*
  
- **Section 5:** *(insert section title here)*
  - **Section 5 Summary:** *(insert section summary here)*
  
- **Section 6:** *(insert section title here)*

- **Section 6 Summary:** *(insert section summary here)*
- **Section 7:** *(insert section title here)*
  - **Section 7 Summary:** *(insert section summary here)*

**Keywords** (8-15 key phrases): *The keywords are used for search-engine optimization so please don't hold back on sharing the appropriate keywords with us.*

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### 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.

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

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

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How do you plan to co-market with us?

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What can we do to help you?

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### 4) **What is your name? Please share two types of bios (in 3<sup>rd</sup> person).**

**Name:**

**1-2 Sentence Bio:** *(For the back of your book)*

**1-2 Paragraph Bio:** *(For websites and inside of your book)*