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## TEST YOUR BOOK CONCEPT

Take this questionnaire to see if your book idea is worth the investment of time to write and publish it. If you are able to answer all questions, your book has enough merit to publish. You may need to research bookstores or libraries to answer some questions.

1. In one sentence, describe what your book is about.
2. What is your authority or expertise in writing this book? For example, have you worked in an area that is talked about in the book? This is as relevant for fiction as it is non-fiction.
3. What other books are in the marketplace that are similar to yours?
4. If there are similar books, how is yours different?
5. List three aspects of your book, or you, that can be used to make your book stand out?
6. Do you know a person(s) of influence who could endorse you?
7. Besides selling the book as a product, what other ways can the book allow you to be asked to present on the topic or other speaking opportunities?
8. Do you need copious amounts of research to write your book? If so, do you have the time/skill to do it?
9. Are you happy to appear live to present your book to your reader? People want to connect with the creator more than ever now, so you can't be a hermit!
10. Are you doing this for money? Money is not enough reason to embark on your writing/publishing journey. You need passion, a big 'why', that will keep you going. So, what is your 'why'?