

## NGH worksheet August 10, 2008



Thank you for attending my NGH presentation, *Write Your Way to Success*.

Here, to encourage you to get started planning, writing, promoting, and profiting from a published book, are the questions I discussed during my presentation.

Taking the time to answer these questions forms the core of your future profitability. Take the time to update your responses as new ideas occur to you. *Good luck!*

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### *Planning questions*

**1. Why do you want a book?**

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**2. Who is going to buy it?**

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**3. What is the proposed title?**

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**4. Are there any competing books?**

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**5. Why is your book better?**

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*Writing questions*

**6. Where will you find the time?**

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**7. Can you really write it?**

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**8. Where are you going to start?**

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**9. Do you have a content plan?**

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**10. Do you have the resources?**

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**11. What can you do to avoid writer's block?**

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*Promoting questions*

**12. When should you begin to promote?**

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**13. What are promotional goals?**

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**14. How do you create a marketing plan?**

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**15. How can you track the results?**

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**16. What will you do yourself?**

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**17. What should you delegate?**

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*Profiting questions*

**18. What are your book's back-end profits?**

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**19. Do you have a marketing funnel?**

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**20. Do you make it easy for readers to buy from you?**

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**21. How can you slice and dice your book?**

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**22. When do you start on your follow-up project?**

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***Questions?***

Send me your comments and questions at [roger@publishedandprofitable.com](mailto:roger@publishedandprofitable.com).

Thank you for attending! *Send me a copy of your book when it appears!*

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