



PUBLISHED & PROFITABLE NOTES AND RESOURCES

Author Guide to Choosing a Designer

1 Identify your goals and requirements	2 Evaluate their website & client portfolios	3 Questions to ask & clarify before you sign



Designer Qualification Checklist

NAME & URL _____

QUESTION		RESPONSE
EXPERIENCE		
Has the designer had previous experience with autoresponders?		
Has the designer set up shopping carts and Pay-Pal accounts?		
Has the designer set-up many WordPress blogs for others?		
Has the designer previously worked with web video?		
PORTFOLIO		
Do you like the way the designer organizes complex information?		
Is it easy to locate information & sign-up for tips on previous sites?		
Is the designer's style consistent with the image you want to project?		
Do previous sites contain links to social media and networking sites?		
TERMS		
What is the typical project turnaround time?		
Are you comfortable with the designer's fees and terms?		
What are the designer's policies about approvals & revisions?		
Did you contact previous clients?		

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1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

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