



**John Shore / Author, Editor, Writing Coach / [JohnShore.com/](http://JohnShore.com/)**

**[john@johnshore.com](mailto:john@johnshore.com)**

1. Is your book (or the book for which you have an idea) fiction or non-fiction?
2. Do you have a working title for your book?
3. Write a one-sentence description of your book or book idea.
4. Write a one-paragraph description of your book or book idea.
5. Write a one-page description of your book or book idea.
6. Have you written a full or partial outline for your book? If partial, how far along with the outline are you?
7. What is your goal for your book? Is it:
  - a. Mainly a personal project, written essentially for you alone?
  - b. Intended primarily for your friends and family?
  - c. A niche book intended for a niche audience?
  - d. A book that you'd like to see garner as broad an audience as possible—one, in other words, that you'd like to see become a best-seller?

8. Elaborate a bit on your answer(s) to the above.

9. If your book or book idea is for a non-fiction book that you would ultimately like to see become a best-seller, please answer these two questions:

a. How familiar are you with other books already published that are similar to yours—with those books, in other words, which would be in competition with yours?

b. Do you have any sort of platform—that is, a means by which you can and regularly do reach an audience, whether it be through a popular blog, a radio or television show, a podcast, seminars at which you speak, etc.? How well *known* are you, in other words?

10. Has your writing ever been published? By whom? When? What was it?

11. Do you belong to a writer's group? If so, briefly tell me a bit about the group—how long you've been meeting with it, etc.

12. Is there anything else you think I should know about this book or book idea?

Thank you! I look forward to working with you on your book.