

# Confidential Book Planning Resource courtesy of DwightClough.com

**How does this book fit into the big picture for you? What do you want this book to accomplish?** *Examples: I'll take this book with me on speaking engagements to reinforce and extend my message. This book is a personal memoir primarily for family and friends to help carry my values to the next generation. This book will open the door to life coaching assignments. (Also consider: (How) does this book fit into a series or a package of resources?)*

**Who is your reader?** *Examples: Single moms in their 30s. Corporate leaders. Ministry donors.*

**How will you get this book into the hands of your readers?** *Examples: Offer as a premium for ministry donations of \$50 or more. Promotion to email list. Back table sales at speaking events. Through an established publisher. (Also consider: What is your marketing strategy? How will you use your email list, bookstores, website, speaking engagements, joint ventures, ministry premiums, radio and TV interviews, press releases, volume sales, corporate sales, secondary rights to promote your book? What kind of sales do you project? Upon what do you base your projections? Have you published other (similar) books in the past?)*

**What benefits will this book bring to your reader?** *Examples: Strengthen marriages by providing conflict resolution strategies.*

**What is the main message of your book?**

**How do you want your reader to respond? What action do you want your reader to take as a result of reading this book?** *Examples: Plan a short term missions trip. Set measurable goals.*

**Book features** *About how long will the book be? How many pages? What will the book look like? Will the book require any special features or formatting? Illustrations, charts, diagrams, footnotes, index, bibliography, photographs, etc.*

**What publishing arrangements have / will you make?** *Self publishing, traditional publishing, e-book, not sure.*

**What source material will your writer use to create this book?**

*Recordings of presentations – which?*

*Interviewing – whom?*

*Written materials – what?*

*Other research – specify:*

**Your name and contact information**

**Free project evaluation** Send this information to Dwight Clough, fax (928) 833-8291

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