



Questions for Authors when Submitting Books

When submitting a book to Happy About, we don't need a full-blown proposal, however, we would like you to spend the time to answer the following questions so that we can have a robust conversation with you. If you have any questions, please send us an e-mail or give us a call. Please delete all comments that are italicized; we don't need to re-read our comments to you.

1) What is your name? Please share your 50-100 word bio (in 3rd person).

If we accept your title, this is the bio that is posted on the Web page advertising your book.

- 2) What is the suggested title/subtitle of the book? Please provide a one-paragraph summary as well as the keywords associated with the book?
- Title:
 - Subtitle:
 - Keywords (8-15 key phrases):
 - Paragraph summary:

The paragraph summary should be salesy (written in 3rd person) and encourage the prospective reader to want to buy the book. The Keywords are used for search-engine optimization so please don't hold back on sharing the keywords with us. The title should be short and focused on grabbing the attention of your primary audience. The subtitle should be longer, but chock full of keywords, and focused on grabbing the attention of your secondary audience.

3) What are your tangible and intangible goals associated with writing this book?

a. Tangible Goals:

- i What are you expert in?
- ii What are you being hired for?
- iii What do you want to be hired for?

b. Intangible Goals:

- i What are you looking to achieve as a result of writing this book or of this book series? Recognition, helping others, something to accomplish in your life time, thought leader in your field, etc. Please share what you hope this book will ultimately do for you as an author.

4) What are the goals for the reader (share at least 4-5 bullet points)? Also, who is the intended audience?

- Intended Audience:



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- 4-5 bullet points describing what that the reader will take away after reading the book
 - a.
 - b.
 - c.
 - d.
 - e.

After the reader reads this book, what do you want them to walk away with or to do?

- 5) What is the proposed table of contents (high level) with a paragraph on each of the chapters?

After reading the answers to questions 2, 3 & 4, this is a great way to see if the book will hit the mark. Typically, there's an intro and concluding chapter with 3-7 chapters in between. The description of the chapters is not as important as an understanding of the flow of the content. If the chapter titles speak for themselves, then, please don't worry about the descriptions. If this is something that you don't have a handle on at the moment, you can skip this section or simply list as many potential chapters as you can.

- 6) How do you plan on marketing the book?
- a. List your top 5-10 clients and who might be interested in buying your book in bulk.
 - b. What companies, organizations, associations might be interested in marketing or potential buying your book in bulk.
 - c. How many times per year do you speak publicly and what's the typical audience size?
 - d. What ongoing activities will you engage in to continue to push your brand in the marketplace?
 - i. How big is your opt-in list?
 - ii. Number of followers on Twitter, LinkedIn, Facebook, Plaxo?
 - iii. If you blog, what's the url?
 - e. What other tools/techniques/initiatives do you plan on applying to the marketing of your book.