

Is Your Brand Ready for the Power of 6?

Note, answer each question honestly—this is NOT a cumulative scoring quiz!

1. Have I written (and polished) the best possible book I can?

- a. Yes. It's ready to go out tomorrow.
- b. Almost. I could send it out within two weeks.
- c. Not quite. I'm still working on revisions for my latest manuscript—however, I've completed others.
- d. I haven't completed my first manuscript yet.

2. Do I have an expectation for what I will be paid for my book?

- a. Yes—I have researched genre advances and payouts, and know what to expect.
- b. Yes, roughly; but when the time comes I'll research that more in-depth.
- c. No—but I'm hopeful that I will be paid what my book deserves.
- d. No—I'm not in this business for the money.

3. Do I know where I plan to market my book?

- a. Yes—I have identified 3-5 agents and/or 3-5 publishers for my book.
- b. Yes—I have identified the major niche for my book (big-book, small-press, OR e-publisher).
- c. Yes—and I'm going to try all publishers (big-book, small-press, AND e-publisher) just to see who might pick it up.
- d. No—I've thought about it, but I figure it will work itself out when the time comes.

4. Have I developed a website for myself, as well as other personal marketing materials?

- a. Yes. I currently have a website, and informational cards about myself and my work (either business cards, postcards, bookmarks, etc.). I update my website regularly.
- b. Yes. I currently have a website, though I do not update it regularly. I have business cards, but they are not as up to date as they could be!
- c. I've reserved a URL but I don't yet have a site. I print out business cards when I go to conferences, but don't carry them around with me all the time.
- d. No, I don't yet have a website or business cards.

5. Do I have a plan for getting media interest in my book?

- a. Yes, I have a list of local news outlets who accept press releases; when the time comes, I also have a list of local booksellers—AND I have developed a "hook" or interesting tidbit about my book that would be of interest to the media. I also have a list of blogs/loops that I will canvass regarding my new work, with a similar "hook" (even if it's just a contest!) to attract them.
- b. Yes, I have a list of local news outlets who accept press releases; when the time comes, I also have a list of local booksellers. I also have a list of blogs/loops that I will canvass regarding my new work.
- c. No, but when my book comes out, I'll circulate a press release and put out notices on the web.
- d. I don't really believe in bragging about myself, and I am a private person. I don't plan on talking to the media.

6. Do I have a plan for promoting my book?

- a. Yes. I've developed a plan for distributing marketing materials, conducting virtual and in-person signings, and building reader awareness.
- b. Yes. I plan to create bookmarks, postcards, and giveaways to promote my book.
- c. Not really a plan, but I've looked into making some bookmarks to share with people I meet.
- d. No. My book will sell itself if it's good enough.

SCORING

- Scoring this test is easy... anything less than an "a" on any one question means you should revisit your commitment to writing and marketing your work in that area. The 6 "P"s of marketing are PRODUCT, PRICE, PLACEMENT, PACKAGING, PUBLICITY AND PROMOTION. And in the highly competitive world of book publishing, every one of these "P"s" can help improve your chances of ensuring that your book is a success. Of all of these questions, however, question #1 is the most important. Without an outstanding product, you will have limited long-term success as an author. So spend the time necessary to perfect your work before devoting too much time to marketing it—it will be time well spent!