

Publishing Paths Personal Assessment

Goals: Why do you want to publish this book?

Do you plan to sell your book? If so, where would you like to sell it (bookstores, your website, book fairs, etc.)?

Whom do you want to read your book? That is, who is your ideal audience?

What are the expectations of your ideal audience?

What are your financial goals?

How quickly do you want to have a book available?

Do you want someone else to take care of the details of publication?

Do you want your book to support your business?

Are you willing to give up some creative control in order to make a living as a writer?

Do you want complete creative control over the text, layout, and cover?

Assets: What are your strengths and weaknesses?

What is your budget for editing, designing, and marketing your book?

How much time do you have to dedicate to your book project?

Do you have the necessary credentials, such as an advanced degree or many years of experience in your field?

Do you have a narrow, targeted niche or cause?

Does your book appeal to a large audience?

Do you have a regional or national marketing platform already in place?

Do you have strong writing skills?

Do you have connections with agents or acquisitions editors?

Are you comfortable finding and hiring any needed publishing professionals?

Have you educated yourself on the publishing process?