



THE NEW PUBLISHER QUESTIONNAIRE

From Proven Publishing 2017

FROM CONCEPT TO COMPLETION

www.provenpublishing.com

1. Do you like the idea of doing everything yourself?

- Yes? Keep going!
- No? Don't worry! We can help. Keep going!

2. Do you have an idea of your audience, your genre, your subject matter, and the themes and ideas in your work?

- Yes? Good! Keep going.
- No? Our book development services can help you come up with your

vision and craft it to perfection!

3. Do you have your manuscript organized into meaningful chapters, with an introduction and table of contents?

- Yes, then keep going for what's next.
- No? Our author coaches can help you plan your work!

4. Do you have a finished manuscript?

- Yes, then keep going.
- No, then take advantage of our author coaching to get it written on schedule!

5. Did you have a professional editor review your work for style, voice, grammar, and punctuation, and have all their recommendations been met?

- Yes, then keep going.
- No, then take advantage of our publishing services in the editing department.

6. Do you have a professional layout that brings out the best features of your manuscript and makes it most accessible?

- Yes, then keep going.
- No, then take advantage of our layout services!

7. Do you professional typography that brings out the themes and ideas in your work and makes it most readable?

- Yes, then keep going.
- No, then take advantage of our typography services!

8. Do you have a front cover that clearly engages and interests potential readers and passerby?

- Yes, then keep going.
- No? Our book cover designers can help!

- 9. Do you have a back cover that further engages and explains potential readers who have picked up your work?**
- Yes, then keep going.
 - No? Our book cover designers can help with that too!
- 10. Do you have an author bio, headshot, and book synopsis (including highlights) to include on the back cover of the book, as well as press materials?**
- Yes, then keep going.
 - No? Our publishing consultants will make sure you have everything you need to succeed.
- 11. Do you have a book cover that meets industry specifications, including clear margins, CMYK formatting, and a legible spine?**
- Yes, then keep going.
 - No? Our book cover designers can help with anything.
- 12. Do you have book industry details sorted out, including ISBN, BISAC categories, and barcodes?**
- Yes, then keep going.
 - No, then take advantage of our development services, where we help secure those things for you!
- 13. Do you have your intended retail price and its wholesale and retail prices?**
- Yes, then keep going.
 - No, then take advantage of our development services, where we map out your work's financial future!
- 14. Do you have a budget for your project, and an idea of how you'll fund it to ensure its success?**
- Yes, then keep going.
 - No? Then take advantage of our publishing consultants, who can help you figure out financing.
- 15. Do you have relationships with booksellers and distributors interested in carrying your work?**
- Yes, then keep going.
 - No? Our publishing consultants can provide you training on setting up your first accounts!
- 16. Do you have a network of reviewers and promoters to provide professional online reviews of your work online, in the media, and across urban centers?**
- Yes, then keep going.
 - No? Our marketing and promotional services may be what you need!
- 17. Do you have the means to create press materials, including press releases, and to distribute them far and wide?**
- Yes, then keep going.
 - No? We can help with your press and publicity needs.
- 18. Do you have the means to create promotional materials, like flyers, bookmarks, book trailer/highlight videos, t-shirts, and other merchandise related to your work?**
- Yes, then keep going.

No? Our marketing department can help!

19. Do you have a system in place to take orders and fulfill them in a timeline and cost-efficient manner, and a system for bookkeeping?

Yes, then keep going.

No? Our publishing consultants can provide you training on setting up and running an effective independent publishing company.

20. Do you have a system in place to handle customer inquiries, complaints, and other concerns?

Yes, then keep going.

No? Our publishing consultants can provide you training on sales, fulfillment, and customer service as well.