



Bestseller Self-Evaluation Quiz

In order to hit the big time as an author and sell a ton of books, one must usually possess a healthy balance of skills and experience. While it is definitely not necessary to rank off the charts in all categories, a single glaring deficit in any one area can become a major deterrent to fulfilling your potential. It is essential to take a realistic look at your overall profile as an author to shore up any weaknesses and/or build the right team to help you along the way.

This exercise serves as a stepping stone to help you determine where you stand and open areas that you may wish to consider exploring. With this in mind, please evaluate yourself on a scale of 1 – 10 (with 10 being the highest grade) in the following areas relating to being an author, entrepreneur and business person. **BE AS OBJECTIVE AS POSSIBLE** and rate yourself as you believe people with whom you have previously conducted business would see you. In each category, please employ the corresponding questions as guidelines.

In listing your strengths and weaknesses, take time to reflect and dig deep. It is not necessary to explain yourself with full sentences. Just use the key terms or phrases that will have clear meaning to you for future reference and be as comprehensive as you can.

1) Writing Experience – Am I completely clear on all of the reasons I wrote my book (my personal “whys”)? Do I enjoy writing? Do others enjoy my writing? Have I ever been published or paid for my writing? Have I sought the opinions and critiques of a variety of successful professionals regarding the quality of my concept/book? What about its marketability?

Overall Rating: _____

My Strengths

My Weaknesses

2) Marketing Experience – Have I successfully been down the book marketing road before? Have I ever sold anything to which I had an emotional attachment? What is my general predisposition when it comes to sales and salespeople? Have I ever pitched an important project? How much have I studied marketing? Do I have a sound understanding of how the publishing industry operates?

Overall Rating: _____

My Strengths

My Weaknesses

3) Expertise – Do I feel confident about my knowledge base and ability to convey my material? Do people seek out my advice on my topic? Why am I the right person to have written my book?

Overall Rating: _____

My Strengths

My Weaknesses

4) Presentation skills – Can I explain my project in one or two scintillating sentences?
Am I comfortable speaking in front of a dozen people? How about a hundred?
Do I embrace or fear the experience? Have I ever seen tape of myself presenting?

Overall Rating: _____

My Strengths

My Weaknesses

5) Network – How many people are on my email list? Do I personally know successful people in publishing? Do I have a good attorney? Do I know how to get one? If I needed to find a truly obscure, yet essential, contact, what would my plan of action be?

Overall Rating: _____

My Strengths

My Weaknesses

6) Budgeting – Do I have an established budget for handling every aspect of my venture (e.g., hiring an intellectual property attorney, working with consultants, developing prototypes, traveling, purchasing presentation materials, purchasing rights and/ or permissions, and many other potential expenses too numerous to mention)? If a great opportunity arose that required additional financing, what would I do to meet the need? How long do I expect to wait before making money from my book?

Overall Rating: _____

My Strengths

My Weaknesses

7) Organization – Is my personal and professional world in good order? Have I been postponing the completion of any critical steps necessary to move my project forward? If so, have I asked myself why? If I got a MAJOR opportunity to pitch my project in two weeks, would I be ready? How about one week? What about tomorrow? How strong is my attention to detail?

Overall Rating: _____

My Strengths

My Weaknesses

8) Tenacity and Attitude – Do I handle being an author as just a hobby? Am I willing to step up and do whatever it takes to reach my goal? How have I demonstrated this determined attitude as of now? How have I responded to setbacks and disappointments? What NEW skills have I focused on and developed to help me past prior obstacles?

Overall Rating:_____

My Strengths

My Weaknesses

9)

Setting Goals – Do I plan my work and then work my plan? Do I have a clearly defined set of goals and a plan for achieving them? Do I have short and long term goals?

Are they all on paper and up to date?

Overall Rating: _____

My Strengths

My Weaknesses

10) Role Modeling – Do I have a really good mentor? Have I **studiously** examined case

histories of people who have done what I am setting out to accomplish? Are there any successful people whom I can personally approach with questions?

Overall Rating: _____

My Strengths

My Weaknesses

11) Understanding My Target Market – Have I determined there is a market for my

project and specifically identified it? How large is the market? Am I giving my audience something they are openly asking for, or attempting to convince them they need my product?

Overall Rating: _____

My Strengths

My Weaknesses

12) Openness to Coaching – Have I ever been successfully coached? Have I ever successfully coached someone else? Have I sought the services of a professional editor? Do I truly want to hear the truth about my project?

Overall Rating: _____

My Strengths

My Weaknesses

13) Time Management – Do I control my own schedule? How much flexibility do I have? Have I thought through how I will fit being an author into my daily activities? Am I ready to make a significant commitment to completing all stages of successfully marketing my book? How am I doing with managing my current obligations?

Overall Rating: _____

My Strengths

My Weaknesses

14) Health – Am I physically and mentally strong? How often do I get sick or feel particularly down? Do I have any ailments that could impede my progress or keep me from advancing with my project?

Overall Rating: _____

My Strengths

My Weaknesses

15) Problem Solving – How do I respond when I get stuck? Do I seek out creative solutions? Do I consult with people who have successfully been down the path I'm taking? Do I ever suffer from skipping over problems only to have them haunt me later? Do I ever freeze up completely due to analysis paralysis?

Overall Rating: _____

My Strengths

My Weaknesses

16) Support Team – Have I got people I can depend on to step up and help me out professionally and personally? Am I surrounded by people who believe in me and what I am setting out to achieve? Am I the victim of any “energy vampires” who tend to drain my drive and determination?

Overall Rating: _____

My Strengths

My Weaknesses

17) Self-Promotion – How do I feel about being in the limelight? Do I creatively get the word out when I have something I wish to share with people? Have I got the time and inclination to engage in speaking events, seminars, book signings (even small ones), networking activities, etc.?

Overall Rating: _____

My Strengths

My Weaknesses

18) Running the Show – Do I enjoy working independently? Can I effectively direct others to reach a common goal? Have I got people to whom I can delegate specific tasks if I become overwhelmed? How many people are depending on me and how will they handle changes in my lifestyle/schedules?

Overall Rating: _____

My Strengths

My Weaknesses

Are you surprised by your results? Now that you've finished your Bestseller SelfEvaluation Quiz, you should go back over all of the material and spend some time considering how it relates to your personal circumstances.

