

Ged's Book Services
Assessment
Questionnaire

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Ged's Coaching Services Assessment Questionnaire

The questions provided here, are designed to identify at what stage you are, on your publishing journey.

Once we know where you are (and where we want to go), we can determine a plan, to provide you the maximum benefits.

If you are unsure of the answer to any question below, please just type **"UNSURE"**.

You can type directly into this PDF and save your answers.

A. Your Current publishing status

If you haven't published a book yet that isn't a bad thing. It means that we can actually schedule a successful launch.

If you have already published a book, we may need to schedule a relaunch.

Ser	Question	Answer	Remarks
1	Have you already begun to write your book?		If you are only at the concept stage, please state that.
2	Is your manuscript, completed and published through a traditional publisher?		If Yes: <ul style="list-style-type: none">• Please provide the book title(s).
3	Is your manuscript, completed and self-published?		If Yes: <ul style="list-style-type: none">• Please provide the book title(s).
4	Is your book currently listed for sale on Amazon?		If Yes, do you have access to the book listing through Kindle Direct Publishing (KDP)?

B. Book Information (for those that have already published)

This information will give us a baseline, so that we can determine how we can best service your needs.

Ser	Question	Answer	Remarks
5	What date was your book first published?		Just the month and year is sufficient.
6	Which categories is your book listed under?		You can just copy and paste directly from your books Amazon page here.
7	What was your main reason for publishing your book?		Was this initially designed to promote your business (or as a separate income stream etc.)?
8	What formats is your book currently available in?		Is your book only available in kindle, print, audiobook etc?
9	In which country is your Amazon KDP Account UK/US?		If you are based in the US and had a normal amazon account to buy things, you probably use those same login details for your KDP Account.

C. Book Information (continued)

	Question	Answer	Remarks
10	How many reviews does your book currently have on amazon.com & Amazon.co.uk?		If you have more than one book please list the number of reviews for each book.
11	How many copies of your book have you sold to date?		Please list separately the number of eBooks, print or any other formats sold.
12	What is the current Amazon Best Sellers Rank (BSR) of your book?		If you don't know this, don't worry.
13	Who designed your book cover (s)?		A general answer like a graphic designer or someone on Upwork / Fiverr is sufficient here.
14	Have you already spent money on Facebook Ads or any other online marketing for your book?		If Yes: <ul style="list-style-type: none"> • Where have you already focused your marketing? • What is your marketing budget spend, to date?

D. Your Current Online Presence

This information will help us determine how we can best service your needs.

	Question	Answer		Remarks
15	Do you have a personal / author website?			If Yes: <ul style="list-style-type: none"> Please provide the website URL (address).
		https://www.		
16	Do you have an email marketing list?			If Yes: <ul style="list-style-type: none"> How many subscribers on your email list.
17	Do you have a personal Facebook account?			
18	Do you have a Business Facebook group or page?			If Yes: <ul style="list-style-type: none"> Copy and paste the URL into the answer box.
		https://www.facebook.com/		
19	Do you have a twitter account?			If Yes: <ul style="list-style-type: none"> Please provide your twitter handle.
		https://twitter.com/		
20	Do you have any videos available online?			If Yes: <ul style="list-style-type: none"> Please provide a link to at least one of your videos.
21	Do you have any other social media accounts?			If Yes: <ul style="list-style-type: none"> Please state which ones (Instagram etc.)?

E. Your Commitments

When you look at your book as a business venture it is important to review your past, present and future commitments.

	Question	Answer	Remarks
22	How much time have you already invested in your book (take into the hours it took you to write the manuscript, proof images, liaise with publishers etc.)?		Lots of authors only look at the writing time, but you realize that content production is only part of your time commitment.
23	How much time do you currently spend promoting your book (approximately how many hours a week)?		
24	How much money have you currently invested in your book (An approximate total of all you have paid out on this venture.)?		This doesn't have to be an exact amount, just a rough estimate. (Including design, editing etc.).
25	How much money do you currently spend promoting your book (approximately how much a week)?		You may not be spending anything but even if you are just handing out free copies, this is a financial cost.

F. Your Commitments (Continued)

	Question	Answer	Remarks
26	Do you have anyone helping you with your book promotion (Do you have an assistant or do everything yourself)?		If you have an assistant for other business activities, you may infrequently task them with book promo activities.
27	What is your ultimate goal with your book? When would you class it as a success?		Is it a total number of copies sold, recouping the time and money that you have already spent?
28	How much time are you willing to commit to promoting your book (approximately how many hours a week)?		A one hour coaching session is not the only time commitment. You will have to put in some effort yourself.
29	What is your financial budget for promoting this book?		Be realistic here.
30	What is your ultimate goal with your book? When would you class it as a success?		Yes this is the same question but after answering the last two questions, has this changed?

Remarks – Feel free to include anything extra below that you feel relevant

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NB. The Purpose of this questionnaire is to help determine how best Ged's services can help you. Try to include as much information as possible.

Please Email your Completed Questionnaire to ged@gedcusack.com