

Before we begin ...

Our coaching process is aimed at helping to ensure you have given a lot of thought to how you will market your book, to whom, and how you will deliver your wisdom to your market beyond just the book. As an Author you will have written a book and produced it, ready for upload to many online platforms that enable your readers to read it. But that's only a part of being an AUTHORITY.

Take some time to consider your current position or thoughts on these. On a scale of 1-10 please rate these points:

Not at all/ Never	2	3	4	Somewhat/ Often	6	7	8	9	Very/Yes
I am well known for what I do – even the media calls me									
I am comfortable being questioned or interviewed about my topic/book									
I am aware of the difference between public and professional speaking									
I get paid well for my expertise, by groups, or as a highly sought-after authority									
My social media profile works well for me and I have a solid fan base on at least one platform									
I have developed a popular and powerful range of resources to use with my book/promotion									
I have more than 500 people on my database and send regular communication to them									
I struggle to explain what I do in a way that makes me stand out from competitors									
I know exactly how to explain what I do (as an expert) in 1 sentence									
I have a clear package or process to sell what I do – with handouts and marketing materials									
My work mostly comes from referrals – people find me (pull not push marketing)									
I work with my favourite kind of clients									
I discount my fees									

Add up each column. Total of columns 1-5: _____ Total of columns 6-10: _____