



Business Owner and Professionals Book Project Questionnaire

The following are thought-provoking prompts to inspire small business owners and business professionals to develop a more detailed and comprehensive plan for writing, publishing, marketing and promoting their book, as well as identify their level of involvement in the writing process and the level of communication and feedback they expect from their book project consultant or ghostwriter. This will help ensure a successful book project and a high-quality final product that meets their needs and goals.



Who is your target audience, and what are their needs and interests?

- Who do you see benefiting the most from reading your book, and why?

- What specific challenges or pain points do you think your target audience is facing, and how can your book help them overcome those challenges?

- How can you tailor your message and writing style to resonate with your target audience?



What unique insights or experiences do you bring to your field or industry, and how can you leverage these in your book?

- What sets you apart from others in your field or industry, and how have you developed your unique perspective?

- What specific examples or anecdotes can you share that illustrate your expertise or insights?

- How can you use your unique perspective to offer a fresh take on your topic, and what value does that offer to your readers?



What is the main message or theme you want to convey in your book?

- What core idea or belief is at the heart of your book, and why is it important?

- What specific messages or takeaways do you want your readers to come away with after reading your book?

- How can you communicate your message in a clear and compelling way?



What are the key points or ideas you want to cover in your book, and how do you plan to organize them?

- What are the most important concepts or ideas you want to convey in your book, and how do they fit together?
- How can you structure your book to make it easy for readers to follow and understand your message?
- Are there any specific frameworks or models you can use to organize your ideas and make them more accessible?



Are there any specific stories or anecdotes you want to include in your book to illustrate your points?

- What personal or professional experiences have you had that you think would resonate with your readers?

- How can you use storytelling to bring your ideas to life and make them more memorable?

- What specific examples or case studies can you use to illustrate your key points and help your readers relate to your message?



What writing style do you prefer, and are there any particular examples of writing that you like?

- What tone or voice do you want to use in your book, and why?

- What specific elements of writing style do you value most, and how can you incorporate those into your own writing?

- Are there any books or authors that have influenced your writing style or that you admire?

What is your timeline for completing your book, and are there any deadlines we should be aware of?

- What specific date or timeline do you have in mind for completing your book, and why?
- How did you arrive at that timeline, and what factors influenced your decision?
- Are there any specific deadlines or events that you need to consider when planning your book project, such as a product launch or industry conference?
- How involved do you want to be in the writing process, and what level of communication and feedback do you expect?



What specific aspects of the writing process do you want to be involved in, and why?

- How frequently do you want to communicate with your book project consultant or ghostwriter, and through what channels?

- What specific feedback do you expect to receive during the writing process, and how do you plan to incorporate that feedback into your book?

- How do you plan to market and promote your book, and what resources do you have available to support this effort?



What specific goals do you have for your book's marketing and promotion, and how do you plan to measure progress towards those goals?

- How long do you plan to actively market and promote your book, and what specific milestones do you hope to reach during that time?

- What metrics or benchmarks will you use to determine whether your marketing and promotion efforts are successful?

- How do you plan to engage with your readers and build a relationship with them?



What specific tactics do you plan to use to engage with your readers, such as book signings, online events, or social media engagement?

- How do you plan to build a community around your book and engage with your readers on an ongoing basis?

- What specific benefits or value do you plan to offer your readers beyond the book itself, such as exclusive content or access to resources?

- What do you see as the biggest challenges to completing your book on time, and how do you plan to address those challenges?



How do you plan to stay accountable and motivated throughout the writing process?

- What specific strategies do you plan to use to stay motivated and on track with your timeline, such as setting goals or tracking progress?
- How do you plan to hold yourself accountable for meeting your deadlines and completing your book on time?
- Are there any specific support systems or partners that you can leverage to help you stay accountable and motivated?