



## The Discovery Process/Creative Brief (Author)

**Purpose:** We work closely with you to discover how you feel about your company, product, consumers, and brand. We will evaluate your current positioning to determine what makes you different, initiating additional research if needed. Before we proceed, we must establish a common language and an understanding of your goals and objectives.

The Creative Brief is our road map. It puts into writing what we are setting out to accomplish together. The results of our discussions are the attributes of your brand and the scope of our work. The creative brief establishes a common vision of position, branding objectives and solid deliverables.

**Please answer the following questions as thoroughly as possible. If a question is not relevant to the current state of your business, please put N/A. Feel free to enter your responses directly on this Word document. Please save this document to your hard drive and then attach it to your reply e-mail.**

### General Information for Our Database:

Name:

Company:

Mailing Address:

Telephone:

Fax:

Cell:

E-mail Address:

Web Site Address, if applicable:

## Author Discovery

- 1) How many years have you been an author?
  
- 2) Briefly describe why you embarked on this author journey?
  
  
  
  
  
  
  
  
  
  
- 3) As an author, what is your niche(s), have you already researched whether or not your chosen niche and book topic has a viable market and would you consider yourself to be an expert in this niche?
  
  
  
  
  
  
  
  
  
  
- 4) How many books have you written to date?
  
  
  
  
  
  
  
  
  
  
- 5) -Do you currently have an author's website?  
  
-If so, is your website an HTML, Wordpress, or Weebly, Wix or other platform?  
  
-Please include the domain name(s) and if you currently own and are in possession of the domain name(s)?
  
  
  
  
  
  
  
  
  
  
- 6) Do you have an author's blog? If so, is it part of your website or is it on a separate platform? If it is on a separate platform, please list platform.
  
  
  
  
  
  
  
  
  
  
- 7) Do you have any social media accounts designated as author accounts? If so, please list the platforms?

8) Do you currently have an author's page on Amazon.com?

9) Do you have an Author Bio? **If so, please email it to me along with your completed Client Discovery Form.**

10) Do you need assistance with writing or polishing your Author Bio? If YES, please specify which one.

11) Are you interested in any author or writing platforms to promote yourself as an author and build your tribe of followers? Please list platforms and let me know if you will need assistance with setting up or managing content on those platforms?

12) - Are you interested in starting a community of followers for your writing niche?

-Will this community be created on Facebook, YouTube, Podcast or all (please be specific)

-Will you be creating content for this community yourself or need assistance or direction with this?

13) Do you currently have an Author Media Kit (includes bio, photo, book summary for each book and where available to purchase, author press release and/or book press releases, book reviews for each book, contact info)?

- If so, do you need a redesign or new components to your Media Kit, include writing a press release?

14) Do you publish your books under your name as a legal business or do you have a publishing company name already established? If yes, please explain.

15) Are you interested in our brand coaching program, which will better help us to build a solid, cohesive foundation for your personal brand or are you clear about who you are as an author and how you want to position yourself in your niche market?

## Book Discovery

13) Please provide title of your book(s), brief summary of each book including niche, approximate release/publish date(s). **Please upload manuscripts and include covers (front and back, if applicable) to the supplied shared DropBox.**

14) If your books were previously published or sold independently, approximately how many books did you sell of each and where did you sell them?

15) When you sold your books, did you follow a marketing plan? How did you promote your books, include if you have social media pages for each book and on which platforms?

16) Who do you feel is your target audience for all or each book? (Please be as specific as possible.)

17) Do you need cover design/re-design for any of your books? (Please specify which one(s).)

18) Do you need assistance with copy editing, proofreading or formatting? If so, please specify services needed and for which book(s).

- 19) On what platforms would you like to publish your book (s) and what is your anticipated/wish timeline for release/rerelease?
- 20) Have you previously copyrighted your book(s)?
- 21) Do you currently have access to any reader reviews for your book(s)?
- 22) Do you currently have a reader/potential reader email list? If so, are you already subscribed to an email marketing platform, i.e. Constant Contact, Mailchimp, etc.? If so, which one?
- 23) Will you need assistance with email marketing?
- 24) Do you currently have Library of Congress numbers and separate ISBN numbers for every format of each book, i.e. paperback, eBook, audio book, hardcover? If so, we will need this information at a later date.
- 25) What are your goals with getting your book(s) out into the world? What would you like to accomplish? What do you hope the reader gains from your work? Please explain.

**26) Are you interested in us helping you to create an Action Plan for your book promotion as well as public relations assistance?**

**TAKE THIS SPACE TO ADD ANY OTHER IMPORTANT INFORMATION THAT YOU FEEL WOULD BE PERTINENT TO THIS DISCOVERY PROCESS. THANK YOU!**