



## 5 Skill Sets Self-Assessment

Please answer each of these questions choosing the most applicable answer. At the end, you will tally your scores in each of the five skill sets to figure out your baseline strengths and weaknesses. Based on these outcomes, you will know which courses at the **Writers Business School** will be the most valuable to fill in the gaps of your business skills.

**VERY INEFFECTIVE      SOMEWHAT INEFFECTIVE      NEUTRAL      SOMEWHAT EFFECTIVE      VERY EFFECTIVE**

<b>PLATFORM</b>						
<b>1</b>	How effectively and quickly can you make choices for you writing career in line with your goals and values?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2</b>	How effectively do all of your writing endeavors unify under a single concept you enjoy sharing?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>3</b>	How effectively are you using your social media, blog, and website to increase your audience reach and gain emails of your readers and fans?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>4</b>	How effectively are your proposals when applying for presentation opportunities at local and national conferences/conventions?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5</b>	How effective are you at having media outlets contact you for interviews even when you do not have a book out?	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>



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**READER STEWARDSHIP**

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|----------|--|----------|----------|----------|----------|----------|
| <b>1</b> | How specific can you be in describing your ideal reader? Age, gender, socioeconomic status, marital status, favorite pastimes, and location? | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>2</b> | Can you think of 10 different places your ideal reader spends their free time and money?   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>3</b> | How effective are you at engaging your ideal reader so that they leave their homes and daily schedules to come out to see you at events?     | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>4</b> | How useful are your communications to your reader at engaging your readers to market and sell your upcoming book?                            | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>5</b> | How effective are your super fans and your fan mentorship program at expanding your current reader base to the next tier?                    | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**PUBLISHER RELATIONS**

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|----------|--|----------|----------|----------|----------|----------|
| <b>1</b> | How effective are your interactions with your publisher/editor in securing your back cover blurbs, cover graphics, cover blurbs, and posting of your book to online retailers? | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>2</b> | How effectively can you read contracts and successfully negotiate for your best interests?   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>3</b> | How well do you implement your social media plan while leaving yourself enough creative energy to write new material and promote your current book?                            | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>4</b> | How effective are you at understanding your genre and spotting the upcoming trends before others?  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>5</b> | How effective are you at showing your value/return on investment (ROI) to your publisher?  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |



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**DISTRIBUTION**

- |          |  |          |          |          |          |          |
|----------|--|----------|----------|----------|----------|----------|
| <b>1</b> | How effectively can you calculate your capture rate and improve it?  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>2</b> | How effectively do you deal with the lag time in your book sales, and respond when that process slows?                                     | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>3</b> | How effective is your bookkeeping (do you know the number of books you sell and how much you make each month through different retailers)? | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>4</b> | How quickly can you think of 10 or more ways to sell your books outside of a bookstore, online retailer, or author table?                  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>5</b> | Do you know how much money you make from each single book sold and how many books you will need to sell to make \$1,000 a month?           | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |

**BOOK LAUNCH**

- |          |  |          |          |          |          |          |
|----------|--|----------|----------|----------|----------|----------|
| <b>1</b> | How effective is your process for selling new books?   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>2</b> | How effective are the local events you attend at receiving foot traffic, interacting with readers, and selling your books? | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>3</b> | How effective are your blog tours at boosting your book sales and capturing new readers?                                   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>4</b> | How often do other writers ask you to host or contribute to their blog, pod cast, or internet content?                     | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>5</b> | How effective is your name recognition alone at getting your readers to buy books?   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |



Now it's time to tally your scores. After taking the self-assessment, add together your numbers for each skill set separately.

**Totals Between 28 – 35:** You have a strong grasp of the business skills successful authors need to reach their publishing goals in this area. Our advanced courses will keep you up-to-date on the most cutting edge techniques and strategies to continue to grow your business.

**Totals Between 16 – 27:** You have a solid base of the business skills needed in this area for your writing career. Taking a few intermediate level classes will help fill in the gaps and connect the information you already have with effective systems you can use to increase your income and audience reach.

**Totals Between 0 – 15:** You are just starting to use and understand the business elements a successful author needs to have in this area. Start with our Beginner Level classes to build the solid foundations you need to grow your publishing career.

## **HOW TO USE THESE RESULTS FOR YOUR CAREER SUCCESS**

Look at your totals. Everyone has an area they are naturally more interested in or innately faster at developing. There is no right way to progress through the skill sets as long as you gather all the information you need to have a best-selling book. Start wherever you feel you need the most help, or start in the category you are already the strongest in. If you are stuck choosing which skill set to start building first, we suggest starting with Platform, then progressing through the skill sets in the order laid out in this assessment. **PLATFORM, READER STEWARDSHIP, PUBLISHER RELATIONS, DISTRIBUTION,** and finally tying it all together with **BOOK LAUNCH.**

Check out all of our offerings Onsite, Online and OnDemand at our website, [www.WritersBusinessSchool.com](http://www.WritersBusinessSchool.com).