

Author Intake Form

We're excited to join you in building the strategy for your book project! The information you provide below will guide our work together.

If you have already explored one of these topics in the course of your conversations with your publisher, please feel free to skip that field and move to the next one. Please note that since our authors come to us at various stages in their writing process, we consider all information provided here to be preliminary data that may be changed during your book's development.

Author Information

If there is more than one author, please fill out the below information for each person.

Author name:

Email:

Pronouns:

Please share your professional bio.

Website(s) & social media

Please add the URLs or your social media handles here (e.g. website, LinkedIn, Instagram, YouTube)

Book Information

Working title:

Topic / Category

Please pick the two most relevant categories.

- Business / Economics / Marketing
- Self-Help / Personal Development
- Society & Culture
- Biography / Memoir
- Health & Wellness / Fitness
- Parenting / Family / Relationships
- History
- Corporate / Commemorative Books

What is your manuscript's word count (or intended word count, if not complete)?



What is the core message of your book (in 2-3 sentences)?

Summarize three to five big ideas your book delivers. Include information about any methodology, systems, or steps your book is based on.

e.g. "five proven steps to..." or "ten pillars of..."

Will your book have illustrations or other visual components? Describe how you envision your book.

Editorial Intake

What is your reader's pain point as it relates to the topic you are writing about?

What is the fundamental need all your readers share that brings them to your book?

What are the consequences for your readers if they do not adopt the suggestions in your book?

What are the rewards for your readers if they do adopt your suggestions?

Previous Publications

Have you written a book before?

- Yes, I have written a book before.
- I have writing experience, but in a different format (e.g. academic publications, contributed to a book, etc.)
- No, I have not previously written a book before.
- Other (please add notes)

[If applicable] **What can you tell us about that book and your publishing experience? Please share anything you liked about the experience and things you'd like to do differently this time.**

[If applicable] **Please add publication info/data or a link to your previous publications here.**



Book Positioning & Target Audience

What is the key differentiating feature of your book?

e.g. "it's the first book to _____" or "it's the only book that _____"

Which 3-5 books are your closest competition – and why should your readers choose your book over these?

How would you describe the target reader for your book and the challenges your book will address? Please be specific.

e.g. "My target reader is C-suite executives and directors who know the importance of diversity, equity, and inclusion but feel unsure how to lead their company's DEI strategy."

How will this book support your personal and professional goals?

What are some of the ways you're currently connecting with the people you hope will read your book?

e.g. 100 keynote speeches a year; 5,000 subscribers to my newsletter; podcast with 1 million downloads

How will you measure the book's success?

e.g. increase sales of my online course by 20%; increase my speaking fee by \$5,000; sell X copies in year one; reach 100 Amazon reviews; reach a major bestseller list

International Audiences & Platforms

Are you fluent or proficient in any other languages?

[If applicable] **Have your previous book(s) or publications been translated into any other languages?**

If you have an international following, please list the places/territories where this audience is most prominently located and describe the ways you are engaging with that audience

(e.g. events, speaking, consulting, etc.)



Before Submitting

Page Two is committed to publishing diverse voices. Do you self-identify as a member of an under-represented group?

(Responses to this question are optional.)

If you have any additional notes for our team, please add them here.

Thanks for taking the time to answer our questions, and we look forward to working with you further!