

**Use this worksheet to build detail about your printing project.**

**Circle or write in what you already know.**

**Please e-mail, snail mail or return by fax for feedback on your planner.**

**Include the best time and how to reach you.**

**I am looking forward to learning more about your topic.**

**Regards,  
 Michelle Cubas, Master Business Coach  
 Positive Potentials LLC**

**Details about my project and experience:**

My topic is:	A	B	C	D
How many years have you been expert in this topic?				
What experiences make you an expert in your field?	Teacher	Consultant	Writer	
My ideas would best be expressed in a:	Newsletter	Tip Sheet	Booklet	Workbook
Audiences that would enjoy my book are:				
What other markets would benefit from my topic?				
What is the main point of your topic?				
I want to:	Instruct	Persuade	Inform	Change
I already have connections with my target market.	Yes	No		
I've been published before:	Yes	No		
How will the book be used?	Reference	Interactive	Display	
What is the most important element we need to know about this project?				
<b>PRODUCTION ISSUES</b>				
Projected Publishing Date				
Finished Cover Size	8.5 x 5.5	9 x 6	8.5 x 11	Oversized
How many colors on the cover?	One	Two	Four	Other
Paper Stock (varies with content)				
Page Count (8, 16, 32, 64 increments for best pricing)				
Graphics (Scans)	Photos	Art/Illustration	Captions	Clip Art
How large a distribution?				
Editor/Ghostwriter				
Research/Documentation	Need help	Already done	Don't know	

<b>Digital</b>				
<b>Indigo</b>				
<b>Offset</b>				
<b>MARKETING ELEMENTS</b>				
<b>Pre-Sell Marketing Strategy</b>	Tell me more			
<b>Cross-Sell Alliances</b>				
<b>Endorsements</b>	Industry experts	Celebrities	Associations	Other
<b>Packaging requirements/other items bundled</b>				
<b>Specialty Items</b>	Fonts	Inks		
<b>Copyright issues</b>	References	Graphics		
<b>Index</b>	Required	Not Required		
<b>Bibliography</b>	Required	Not Required		
<b>Other:</b>				