

The Author to Influencer Self-Assessment

Instant Clarity On Your Strengths & Authority As An Author

Thanks for downloading our free Road to Influence self-assessment! Whether you ask us for help or if you do this work yourself, you'll want to be 100% honest. There's 4 open-ended questions and a 30-point Author to Influencer Self-Assessment. Let's fire up your engine and start your journey which sets you out on the Road to Influence.

If you're being completely honest...

- **How strong is your book? How strong are you as a writer?**
- **Why did you write your book? What's in it for you?**

Give yourself a letter (A-F) in each of the following areas, based on the grading criteria below.

A (5)	B (4)	C (3)	D (2)	F (1)
Epic Capability	Core Strength	Limited Knowledge	No Way!	No Clue

Don't judge yourself, don't over think this... Just be **honest**. Don't beat yourself up, use this as a wake up call to yourself.

Your Book

Overall professional appearance and quality of the book cover	
Quality of writing and differentiation of book compared to similar titles	
Book availability, both online and traditional distribution	
Sales support for bookstores and other channels	
Author open to all recommended media angles that are most appealing to the media	
Author credentialed and has the time to write contributed articles	
Interview experience to be engaging and compelling on all media platforms	
Author expertise & credibility relative to the topic of the book	
Author willingness to be on all forms of appropriate media to build brand	
Book/ topic evergreen so it can be pitched to media all year	

Your Book GPA _____

Your Brand

Creative and engaging content posted that is unique to the author's personal brand	
Strategy driven content delivered from a content calendar	
Compelling reasons communicated why your audience should read your book or content	
Strategically planned virtual book tours and events	
Engaging content that keeps your audience begging for more	
Clear analytics for measuring content effectiveness and monitoring	
Author's core message consistently used in social posting	
Content is consistent with author's personal branding	
Content engages with core audience and builds community	
Strategically guest blog to build backlinks to website	

Your Brand GPA _____

Your Marketing

Identifiable and unique personal brand that is authentic to you as an author	
Author's Value Proposition is clearly communicated on my website and content	
Key author Influencer traits are identified	
Core audience for author is clearly identified by demographic and profile	
Compelling written bios and other materials that highlight your most marketable skills	
Modern website designed consistently with personal branding	
Maximize media opportunities to connect and engage with media audience	
Speaking engagements(TED Talks, Conferences) selected that expand author's influence	
Maximizing brand ambassadors to evangelize you as an author	
Specific content created for content syndication campaigns	

Your Marketing GPA _____

GPA Legend

41-50 = A	31-40 = B	21-30 = C	11-20 = D	< 10 = F
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What is hitting home? What are your big takeaways from this assessment?



Click here to book your free 30 minute deep-dive assessment phone call today!