



## Publication Planning Questions

*In planning a publication, it is valuable to develop a clear “big picture” sense of success – based on understanding what the project is, why it’s important, and what is needed to move it to conclusion. The questions listed here are meant to “prime the pump” and to encourage thoughtful planning.*

*The questions are exploratory in nature, and there are no right or wrong answers. However, clarity and completeness in articulating answers to these questions will enhance the likelihood of project success.*

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### Project Attributes

- A1. What is the working title of your project?
- A2. Who will author the work or otherwise provide content?
- A3. What is the final format that you envision (e.g., short story, book, etc.)? What is the anticipated length of the work?
- A4. Is the work fiction or nonfiction?
- A5. Is this a stand-alone project? What do you plan as follow-on or complementary activities?
- A6. What is the “through-line” of the project – the connecting theme that links all of the narrative elements?
- A7. What organizational structure do you have in mind for the work?
- A8. From whose perspective is the project presented? In what voice(s) is the story told?

### Audience & Impact

- B1. Who is your target audience “sweet spot”? Describe the attributes of those who will be excited to read your work.
- B2. Why are you motivated to complete this project?
- B3. How do you intend to market the published work? Describe good ways for connecting with your target audience.
- B4. What do you hope will happen as a result of publishing the work?
- B5. What are things that you would like to hear people say after they read your work?

### Project Needs

- C1. What of the project is already complete? What remains to be done?
- C2. What activities are required to complete the project for which you need the assistance of others?
- C3. What is your budget for support services?
- C4. What is the desired timeline for completion?
- C5. What do you see as the biggest potential challenge(s) to completing this project effectively, on budget, and on time?

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**Contact us to discuss how Wordsmith Associates might advance your communication priorities.**