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MASTER QUESTIONNAIRE

This is an intensive survey for those who have expressed an interest in becoming a professional author.

Please answer as fully and as honestly as you can, as truthful answers may help you to find a way forward to achieve your goals. Many of the questions are not easy, but they are designed to highlight areas of strength as well as areas of weakness. They will only do so if you are completely candid with yourself.

You may have to skip a question and come back to it later to get a full answer.

On completion, you may forward the survey if you wish to me at

**[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)**

and I will get back to you as soon as I can with some feedback.

- Grant P. Hudson

Your name:

In which country are you based?

Current date:

The

BECOME A PROFESSIONAL AUTHOR

Master Questionnaire

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1. In 20 words or less, why do you want to be a professional author?

2. At first glance, what appears to be stopping you?

3. Are you writing regularly? How much have you written, in terms of numbers of words, in that last month, roughly?

4. Does your work attract readers? How many?

5. If you have published a book or books, are you getting any sales? Please give as much detail as you can.

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6. What criteria do you currently use to judge if your writing is any good?

7. Roughly how many readers have read your work at this writing?

8. Who are the right readers for your work? Please outline as much as you know about the kinds of people who read your fiction.

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9. What are you trying to say with your writing? What is your main message or theme? (Give this some thought, as your core message/theme may initially be subconscious. It may help to ask ‘What is it that you want readers to take away from your work?’)

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10. Do you feel that you're on the right track to achieve your goal to be a professional writer? If not, why not?

11. Are your protagonists successful in drawing in reader attention?

12. Does your fiction make use of the Seven Archetypes at all? (Wise Old Figure, Comic Companion, Emerging or Warrior Companion, Protagonist, Submerged Companion, Shadow Protagonist, Antagonist.) If so, please give some examples.

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13. Do you feel that your fiction is sufficiently original and/or creative? What makes it stand out from the rest of your genre(s)?

14. Is your fiction successful at evoking emotion in readers? Please give an example.

15. Would you say your writing was multi-layered and complex? Please give examples if possible.

16. Are readers happy with the pacing in your stories?

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17. What are your stories seeking from readers at a primal level

and how do you make sure readers get it?

18. Do you use mentor characters in your fiction? If so, please give examples.

19. What is the primary thing that protagonists are supposed to ‘get' in your stories? Please give examples.

20. Would you say that your fiction had mostly happy endings? Sad endings?

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21. Do you feel that you use dialogue, images and scene structure effectively? Which of these is a strength of yours? Which need development?

22. What’s the balance like between 'show' and ‘tell' in your fiction?

23. Why should readers read your fiction, rather than someone else’s?

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24. Is there something in your fiction which you are trying to solve for readers?

25. Is writing fun creatively for you? Or do you find it difficult? Please elaborate.

26. What would you say were the biggest problems in your writing?

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27. Please describe your experience of marketing so far.

28. Do you have any understanding of marketing campaigns?

29. Who would you say were your main prospects?

30. Do you have any experience of selling? Please describe this.

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31. What is it about the way you present your work at the moment that attracts prospective readers?

32. Do you believe that successful marketing is based on the

number of times your book is seen by the world at large and the variety of exposure your book is getting?

33. What mistakes (if any) do you think you’ve made in marketing your work?

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34. What’s your idea of an ‘author platform’?

35. What’s your idea of an ‘author avatar’?

36. How do you currently spend your time on social media? Please give as much detail as you can.

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37. How do you currently go about putting together a cover for your book(s)?

38. How do you currently go about putting together a

blurb?

39. What does your average day look like?

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40. Do you have an author website? If so, please give the url so that I can visit it, if you wish.

41. Does your website convert visitors into customers?

42. What would you like to happen next in your writing career, realistically?

43. Take a look at your answers. Which area do you identify as a strength? Which area do you identify as a weakness? Where do you most feel you need help?

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44. Is there anything else which you would like to convey about your journey to becoming a professional author? Do you have any questions at this point?

If you’d like some feedback, please email this questionnaire to me at

**[grant@clarendonhousebooks.com](mailto:grant@clarendonhousebooks.com)**

and I will get back to you as soon as I can.

- Grant P. Hudson

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