

Ten Tests for Your Book

Key aspects readers won't notice ... unless you get them wrong

1. Titles/Subtitles

Does manuscript name:

- attract attention
- appeal to target readers
- suggest its scope and significance
- benefit from a subtitle

Do chapter titles — and subtitles — inform and engage readers?

2. Distinctiveness/Targeting

Presentation stands out in the marketplace (takes a memorable approach)

Targets a clearly identified audience

Depth of the discussion appropriate for target readers

3. Opening

First chapter immediately hooks readers

Chapter sets a consistent, engaging tone

Chapter establishes topic's scope and significance

4. Approach

Style of presentation meshes with the:

- audience
- topic
- promised benefits
- author qualifications

Engaging and memorable?

5. Scripture Use

Bible verses used:

- consistently
- appropriately
- in context

Integral to the presentation, not simply added on?

6. Examples

Shows rather than tells?

Are points illustrated with anecdotes and real-life vignettes?

Is author personally transparent?

7. Fulfillment

Does the content and its development deliver what's promised by the:

- title/subtitle
- contents page
- first chapter

8. Author Qualifications

Does the author demonstrate sufficient experience in the field to be seen as highly knowledgeable?

Shows evidence of thorough research?

9. Writing Quality

Engages readers with strong, tight writing?

Tone and style consistent?

Varied sentence structures?

Careful choice of words?

Effective use of transitions and subtitles?

10. Mechanics

Demonstrates a command of grammar, punctuation, and spelling?

Standard format?

Presentation professional?