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?