

Questions to explore:

What is the least you want to accomplish with your book?

What would be the ultimate?

What can you afford? (In terms of money, time, energy, etc.)

What does success mean to you? (Try to create this definition in one sentence.)

Are you an introvert or an extrovert?

What other opportunities (if any) would you like to create from the book? (more books, teaching, speaking, licensing)

Think about possibilities for all the details of your book creation process – what are some “smaller” victories that would make your book feel like a wild success?

Here are some examples:

- Raising enough money in a crowd funding campaign to self-publish 1000 copies or support a multi-city book tour.
- Obtaining publicity support (i.e. a book blurb or foreword) from an author or artist you admire.
- Securing a book contract with a small, independent publisher.
- Speaking at an event or conference you’ve always wanted to attend.
- Giving copies of your book to everyone in your family.