

Assessing your chances of being published

Publishing houses will look at two things in determining whether to publish your book.

1. Is it a great book; and
2. Do they believe they can sell enough copies to make money, including the level to which **you** can help them put the book on the best-seller lists.

Please note, each publisher has its own criteria for what it looks for and will weigh this differently. This assessment is based on my personal experience and is for illustration.

Assessing the book

Factor	Yes / No	Points
Have you had a least 20 people who represent your target audience read the book and incorporate their feedback		Yes = 5 points
Has anyone told you that they stayed up late because they couldn't put your book down		Yes = 5 points
Has your book won an award		Yes = 10 points
Is the book about a person, thing or incident that was famous or received media / social media attention?		Yes = 5 points
Does the book catch a Genre that is currently hot (e.g. 2 years ago a teen book on vampires was a sure hit)		Yes = 5 points
Is the book clearly about a problem from which a significant number of people suffer		Yes = 5 points
Can you clearly demonstrate why your book is better than other books that have served this market		If yes, 5 points
Total		

Assessing the level to which you can help put a book on the bestseller lists

Factor	Yes / No	Points
Do you have a warm following of people who love your work that you can reach exceeding 10,000 people?		Yes = 20 points
Do you blog and have a blog following?		Yes = 5 points
Do you have a newsletter that you routinely send out and is their evidence of it on your website?		Yes = 5 points
Are you great on camera and show evidence of someone who could routinely get on the news?		Yes = 10 points
Do you have a social media following that can reach at least 5,000 people (blog, facebook, twitter, LinkedIn etc)		Yes = 5 points
Are you well connected with other influential people who can collectively reach over a million people?		Yes = 20 points
Total		

If you have over 20 points in both categories or are extremely high in either category, your chances of having a mainstream publisher look at you increase.