

GEOFF AFFLECK'S BESTSELLER SUCCESS INDICATOR ASSESSMENT

Think of your book—whether it’s published or not. What if you could know in advance whether or not it will be successful? You can. Below are several categories to consider when trying to determine your likelihood of having a #1 bestseller. With each category, give yourself a rating of 1-5 as described. After you complete all categories and scaling, find out your score for each of the 3 categories, your overall score, and their implications by adding all of your ratings.

CATEGORY	Your Rating 1=not at all, 5=very much
1. Book-related Indicators	
Does your book solve a tangible problem for an identifiable audience?	1 2 3 4 5
Are there other books similar to yours that are popular?	1 2 3 4 5
Is there something unique about your book?	1 2 3 4 5
Are you a recognized authority on this topic?	1 2 3 4 5
Have you or will you solicit feedback from a group of readers before publishing?	1 2 3 4 5
Has your book been edited by a professional editor and a proofreader?	1 2 3 4 5
Book Score	
2. Publishing-related Indicators	
How will you publish your book? 1=eBook only, 2=Print on demand, 3=Hybrid publisher, 4=Mid-level publisher, 5=Top New York publisher	1 2 3 4 5
Are your title and subtitle catchy, memorable, and clear?	1 2 3 4 5
Is your cover professionally designed “eye-candy” that is readable as a thumbnail?	1 2 3 4 5
Have you chosen the most relevant and least competitive book categories?	1 2 3 4 5
Does your description and back cover persuasively sell the book?	1 2 3 4 5
Do you have at least 5 endorsements and 10 customer reviews?	1 2 3 4 5
Publishing Score	
3. Platform-related Indicators	
How big is your email list? 1=under 1K, 2=3K, 3=10K, 4=25K, 5=100K+	1 2 3 4 5
How many people can you reach via email through other people’s email lists? 1=under 5K, 2=50K, 3= 100K, 4=250K, 5=1Million+	1 2 3 4 5
Give yourself 1 point for each of these that you regularly do: Blogging, guest blogging, video blog, seminars, podcasts, webinars, speaking, interviews, TV, radio, columnist.	1 2 3 4 5
How big is your social media following? 1=under 1K, 2=3K, 3=10K, 4=25K, 5=100K+	1 2 3 4 5
To what extent do you already offer back-end products such as online courses, seminars, workshops, certifications, group coaching or subscriptions?	1 2 3 4 5
Do you have a marketing budget to support your book launch?	1 2 3 4 5
Platform Score	
TOTAL SCORE (max 90)	

RESULTS: If your **Book Score** is 22 or above then you have a solid book that people will want to buy, read, and share. If any of your book-related ratings are 3 or below, revisit these indicators and see how you can improve your book’s concept and quality.

If your **Publishing Score** is 22 or above then you have a great chance for reaching your audience and having a #1 Amazon bestseller. If you scored 4 or below on any of the last 5 items in this category then get some professional advice on how to bring them up to a 5. These indicators are totally under your control and must be at a level 5 especially if your Platform score is under 15.

If your **Platform Score** is 15 or above then you are in good shape for a successful book launch! Look at the indicators where you scored 2 or below and put your attention on bringing those up *before* you launch your book—it’s never too early to build your author platform!

Overall Bestseller Success Indicators based on your TOTAL score. 15–29: Bestseller improbable, 30–44: Short-term bestseller possible with help, 45–59: Short-term bestseller likely, 60–74: #1 bestseller highly likely, 75–90: #1 Sustained bestseller + exponential business growth.