Coaching Questionnaire

Thank you for your interest in one-on-one coaching with Joanna Penn. My aim is to make sure you receive the greatest benefit in the shortest time, so please include as much information as possible in this questionnaire so that I can give you the help you need.

You can type into the boxes and add more space as necessary, or print, scan and return by email to [joanna@TheCreativePenn.com](mailto:joanna@TheCreativePenn.com) . Once I have received your questionnaire, I will contact you to arrange a time for the coaching session.

|  |  |
| --- | --- |
| Name |  |
| Business Name  (for invoice if necessary) |  |
| Address |  |
| Country |  |
| Phone/Skype ID |  |
| Email |  |
| Website |  |

**Please describe where you are with your writing/book currently:**

**Please describe where you would like to get to with your writing/book. What do you most want to achieve?**

**What specific questions would you like answered?**

**What are your goals for writing/publishing? If possible, be specific with timeframe.**

**How will you know when you are receiving value (i.e. your money’s worth) from the coaching process?**

**Here are ways coaching work with me. Which appeal to you? Mark with Y (Yes) or N (No)**

|  |  |
| --- | --- |
| Brainstorming strategies together |  |
| Support, encouragement and validation |  |
| Insight into who you are and your potential |  |
| Honest feedback |  |
| Exploring and removing blocks and obstacles to your success |  |
| Accountability; checking up on goals |  |
| Practical help and offering solutions |  |
| Giving you “homework” for the next session |  |
| “Remote” coaching e.g. by email instead of phone |  |

**The following topics can also be covered in coaching sessions. Please mark with “Y” in the right hand column if you would like these to be discussed.**

|  |  |
| --- | --- |
| Writing the book itself – technique, structure, organisation |  |
| Proof-reading, editing |  |
| Page-setting, layout and cover design |  |
| Topic for writing about, chapters, content, speaking your book |  |
| Writing as a Small business person or a speaker |  |
| Psychology of being an author, confidence, goal setting, motivation, persistence, discipline |  |
| Self-publishing |  |
| Print-on-demand |  |
| Selling on Amazon.com |  |
| Your own author website and selling your book there |  |
| Getting traffic to your website |  |
| Author blog |  |
| Internet selling |  |
| Internet promotion, Web 2.0 and social networking |  |
| Selling your book as an ebook |  |
| Selling your book as an audio |  |
| Podcasting as an author |  |
| Marketing plan |  |
| Making money as an author – your business plan |  |
| Video book trailers and using video and audio on your site |  |

**What is the best time to call you for the coaching session? *(Please specify several options and include mornings and evenings if possible).***

**Payment Details:**

Coaching is AU$90 including tax.

Payment is to be made within 7 days of the coaching session by bank transfer or by PayPal You will be sent an invoice after your session which will include bank details.

COACHING DISCLAIMER

**Please read this section. You can sign, scan and return this – or return the questionnaire with an email saying you agree to the disclaimer.**

**Disclaimer of Liability:** Client hereby employs The Creative Penn for the purpose of advising the Client with respect to Client’s writing, self-publishing, print-on-demand, internet sales and promotion for their book. Your coach has experience in such matters and agrees to render such coaching services. Client understands and your coach agrees not to be a publisher, publisher’s agent, financial planner or analyst. Your coach is offering advice based on experience and does not guarantee book sales or literary success as a result of this advice.

I have read and agreed to the Disclaimer of Liability.

(Client’s Signature – or type in and email back)

(Date)