



Roger C. Parker's *Published & Profitable*
Book Positioning Checklist

TITLE _____ DATE _____

TOPIC	QUESTION	YOUR BOOK	OTHER BOOKS
Promise	<i>Does your book's title offer a significantly different promise than competing books?</i>		
Resonant	<i>Is your book's title as resonant and easy to remember as the titles of competing books?</i>		
Format	<i>How does your book's size, shape, and length compare to competing books?</i>		
Design	<i>How does your book's use of color, layout, text, and graphics differ from other books?</i>		
Price	<i>How does the price of your book compare to the prices of other books in your field?</i>		
Perspective	<i>Is your book written from a different perspective than competing books?</i>		
Structure	<i>How does your book's content organization and presentation compare to other books?</i>		
Engagement	<i>How does your book's use of engagement tools differ from other books?</i>		
Utility	<i>Does your book appear more likely to inspire readers to take action than other books?</i>		
Value	<i>How does your book's value (price divided by benefits) compare to other books?</i>		