

5. Who is your target audience?

6. Tactical 16 is small company with limited marketing capacity. However, we do our best to market books via our website, Facebook, author biography pages and online radio show. We encourage our authors to self-promote their work and have a personal marketing plan in place. We feel this is part of the process of healing and sharing your story and help builds a more direct connection with your audience. What is your plan to market your story and to take it over the top?

7. Do you think you would feel comfortable marketing your story outside your network of friends, in front of the public via speaking, or at special signing events?

8. Before a story is publishing in print, we target at least 200 or more copies be sold in e-reader format. This helps offset the costs of formatting, editing and processing your story. Tactical 16 will help any author under contract and will not impose deadlines beyond those necessary for delivery of a story to e-reader or print as requested, within reason, by the author. Do you think this is an attainable goal for your story?

9. Tactical 16 has created a multi-step writing program tailored for Veterans, Police, Firefighters and EMT's that is intended to be stress free, therapeutic resource. Tactical 16 will make sure the author's story gets published, but cannot guarantee sales volume and will never pressure our authors to achieve certain sales goals. Would this type of program appeal to you?

10. One of Tactical 16's goals is to work with the author from the first word all the way to print and even bookshelves without any cost to the author. It is a successful program that with the author's help can generate crowd-sourced funding to bring the story to print. Would you be able and comfortable in assisting with fundraisers for your story?

11. The Tactical 16 community is bi-partisan with very pro-gun and pro-military political views. Will this be an issue with you or your target audience?

12. Do you think telling your story will be therapeutic and beneficial to you and others who may read it?

13. Can you supply a valid DD214 or similar documentation proving prior service in military, police, rescue services, etc?