



5. Who is your target audience?
  
  
  
  
  
  
  
  
  
  
6. Tactical 16 is small company with no 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 published in print, we publish in e-reader format. Then we prioritize projects based on sales. This helps offset the costs of formatting, editing and processing your story. Tactical 16 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 process that is intended to be stress free and therapeutic. Tactical 16 will make sure the author's story gets published, but cannot guarantee sales volume. Tactical 16 invests in authors and their projects; in order to help the next author, Tactical 16 encourages authors to actively pursue sales in order to reimburse Tactical 16 for its investment. Would this type of program appeal to you?

10. Before a project is scheduled for publication, the manuscript must be professionally edited and the final version submitted to the Tactical 16 team. Tactical 16 does not provide editing services, but can recommend an editor, if requested. Once the book has been scheduled for preparation for publication, no additional edits to the manuscript will be made. This helps to keep projects on schedule. Do you have any objections to this process?
  
11. Do you think telling your story will be therapeutic and beneficial to you and others who may read it?
  
12. Would you be interested in a program that allows you to publish your story under the nationally recognized Tactical 16 label for an up-front fee in exchange for a higher royalty percentage? (Fees and royalty determined on a project-by-project basis)
  
13. Can you supply a valid DD214 or similar documentation proving your service in the military, law enforcement, rescue services, etc?