

# Content Marketing Assessment Form for Nonfiction Authors

---

## Author Information

---

Full Name

Email Address

Primary Book Title

Book Genre/Category

## Current Content Marketing Efforts

---

Author Website URL

Do you maintain a blog? If yes, describe frequency and topics.

Do you have an email newsletter? If yes, approximate number of subscribers.

Active Social Media Platforms (select all that apply)

Facebook  
Twitter/X  
LinkedIn  
Instagram  
Other

☐  
☐  
☐  
☐  
☐

Briefly describe your main social media accounts and follower count.

## Content Strategy

---

What are your primary content marketing goals?

Describe your target audience.

Main challenges you face in content marketing

## Content Types

---

What types of content have you created in the past? (Blog posts, podcasts, videos, guest articles, etc.)

How do you currently distribute your content?

## Measurement & Improvement

---

Which metrics do you track to measure content performance?

What would you like to improve about your current approach?