



BOOK TO BANK FAST TRACK — APPLICATION QUESTIONS

Please answer the following questions carefully and honestly.
This application is not a test and it is not an expression of interest.
It is part of the work of clarifying what your book is meant to do.

Clarity matters more than polish. Take your time.

Your role and professional context

Question:

What best describes your current role and professional context?

(Short paragraph answer)

This helps place the book within your existing work and authority, not your aspirations or future plans.



The book you are considering

Question:

In one or two sentences, describe the book you are currently considering writing.

(Short answer)

This does not need to be refined. Precision matters more than phrasing.

The real reason this book matters now

Question:

Why does this book matter *now*, as opposed to later, or not at all?

(Paragraph answer)

We are not looking for urgency. We are looking for intention.



What you want this book to *do*

Question:

If this book worked exactly as intended, what would it change in your business, authority, or opportunities over the next 12–24 months?

(Paragraph answer)

Answers limited to visibility or credibility alone are rarely sufficient.

Who this book is *not* for

Question:

Who should not feel catered to by this book?

(Short paragraph)

Strategic books are defined as much by exclusion as inclusion.



Your current stage of execution

Question (multiple choice: select one):

Where are you currently in relation to this book?

- I have not started writing
- I have notes or partial drafts
- I have a full draft
- I have published a version already

(If published or drafted, a short follow-up field appears: "Briefly explain.")

Your relationship to decision-making

Question:

What feels least clear to you right now: the *idea*, the *audience*, the *structure*, or the *role* of the book?

(Short paragraph)

This helps identify where a decision has not yet been made, not where effort is missing.



How you typically work at this level

Question:

When working on high-stakes projects, do you prefer to move quickly, or to slow down and decide properly before executing?

(Short paragraph)

There is no correct preference. There is alignment.

Important confirmation

Question (checkbox confirmation):

Please confirm that you understand and agree with the following:

- Book to Bank™ Fast Track is a strategic decision-making intensive, not a writing or publishing program
- The work focuses on clarity and architecture before execution
- This engagement stands on its own and does not guarantee further work

(All boxes must be checked to submit.)



Final question

Question:

If the outcome of this work was the clear decision *not* to write this book, how would you view that result?

(Paragraph answer)

Take your time with this question. It matters more than any other.

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Thank you for approaching this process with care.
Applications are reviewed personally. You will be contacted if the next step is appropriate.

Strategically yours,

Sue Kennedy

Author Academy