

REALITY CHECK:

CAN THIS DISSERTATION/THESIS BE TURNED INTO A SUCCESSFUL BOOK?

Question	Options
Is the topic one that would appeal to a wider audience?	Would it be better as a single scholarly article, series of articles, specialized monograph, or something else?
Does the AU have the knowledge and skills in the craft of writing, or demonstrates a willingness to be coached?	Not everyone is coachable or ready to learn. Some may have an inflated perception of their knowledge and skills in the craft of writing. I refer to this person as the “un-helpable client.”
Is this client one with whom you would welcome a long-term relationship?	We all know about “that” client...The one we hope never to hear from again!
Do you have the time and skills to work intensely with this AU?	It’s better to refer an AU to someone else than to over-extend and do a poor job.