



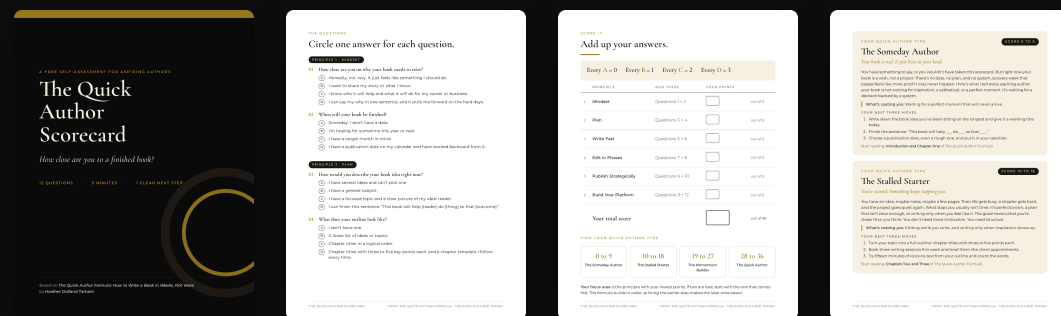
DOLTAM CREATIVE SOLUTIONS

Author Assets

The Self-Assessment Package

SAMPLE DELIVERABLE

Exactly what an author receives when they choose an assessment, built here from a real book.



Sample built from *The Quick Author Formula: How to Write a Book in Weeks, Not Years* by Heather Dolland Tamam

A book copy ends the conversation. An assessment starts one.

When an author hands out free books, the relationship ends at the handoff. When they share a link to an assessment built from their book, every person who takes it becomes a subscriber, gets a personal result, and is invited into the author's world. The book stays the foundation. The assessment does the list building.

This sample was built from *The Quick Author Formula*. Every question, result, and email comes straight from the book's six principles and its action steps.

HOW IT WORKS FOR THE AUTHOR

Mention it

On stage, a podcast, or in a talk: "Take the free scorecard."



Capture

The link leads to the opt-in page. Name and email unlock the scorecard.



Result

The reader discovers their type and their focus area.



Follow up

A matching email goes out and points back to the book and the author's offer.

THE FIVE COMPONENTS

1

Opt-in page copy

Headline options, subheadline, bullets, button text, thank-you page, and a one-line call to action to say from the stage or on a podcast.

2

The printable scorecard

A designed, self-scoring PDF in the author's voice. Readers answer, add up their score, and find their result. No software needed.

3

The assessment blueprint

Every question, answer, and point value, mapped to the book's framework, plus the scoring logic and result ranges.

4

Quiz tool build sheet

Setup instructions and tags so the author or their assistant can rebuild it as an online quiz in ScoreApp, Typeform, Tally, or similar.

5

Follow-up emails

One ready-to-send email for each result, so every new subscriber gets a personal next step that points back to the book.

Opt-in page copy

Ready to paste into Podia, Kit, Mailchimp, Flodesk, or any landing page builder.

FREE 5-MINUTE SCORECARD

Are You a Someday Author or a Quick Author?

Answer 12 quick questions and find out exactly where your book is stuck, plus the one move that will get you writing this week.

YOU'LL DISCOVER

- Your Quick Author type, based on the six principles behind *The Quick Author Formula*
- The single biggest bottleneck slowing your book down
- Three specific next steps, drawn from the system Heather has used to publish multiple books, one of them in a single weekend

[Get My Score](#)

Free. Takes about five minutes. You'll also get Heather's occasional emails on writing faster, and you can unsubscribe anytime.

ALTERNATE HEADLINES TO TEST

"What's Really Standing Between You and a Finished Book?"

"How Close Are You to a Finished Book? Take the 5-Minute Scorecard"

THANK-YOU PAGE

Your scorecard is on its way.

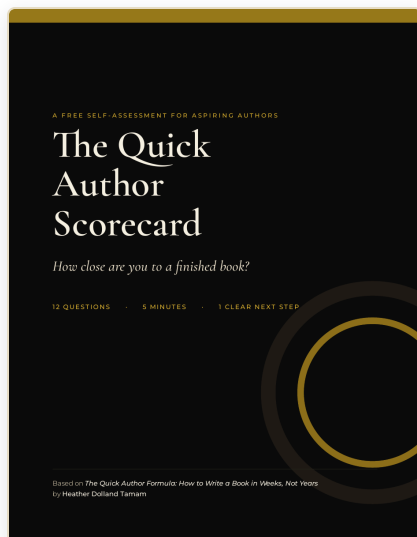
Check your inbox for your Quick Author Scorecard. Grab a pen, give yourself five honest minutes, and find your result. Then do the first move on your list today, not someday.

SAY IT FROM THE STAGE OR ON A PODCAST

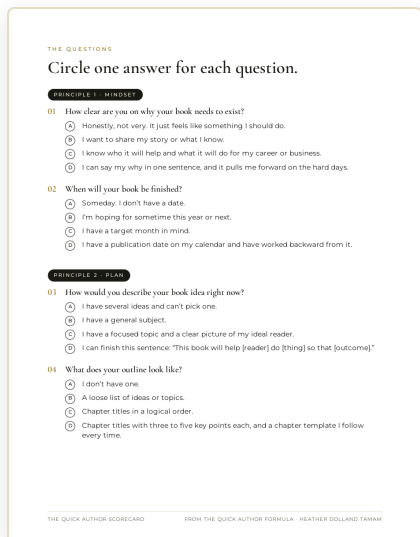
"If you've been 'working on a book' for longer than you'd like to admit, go to [your link] and take the Quick Author Scorecard. It takes five minutes, and it will tell you exactly where you're stuck and what to do about it."

The printable scorecard

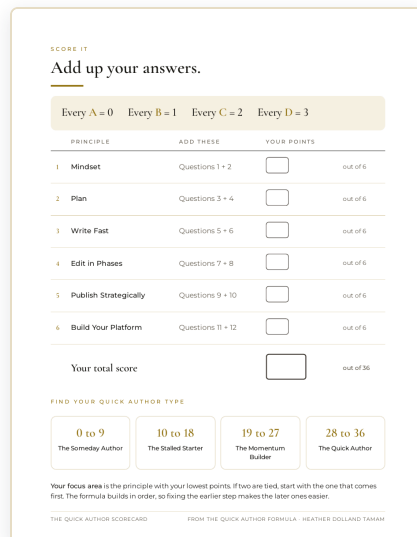
A ten-page, self-scoring PDF designed in the author's brand. It works as a simple download from any email platform, so the author can start collecting emails the same day it's delivered.



Cover



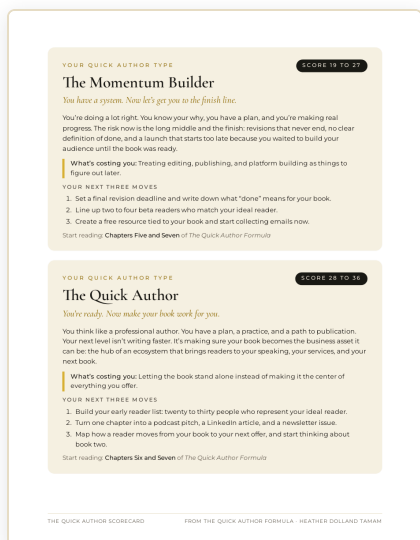
Questions mapped to the book



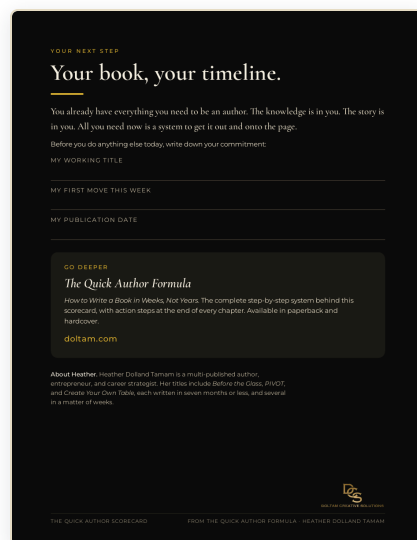
Self-scoring page



Result profiles



More result profiles



Next step and book call to action

Written in the author's voice

Drawn from their stories, language, and action steps.

Points back to the book

Every result names the chapters to read next.

Branded to the author

Their colors, fonts, headshot, and website.

Delivered print-ready

A final PDF, plus the editable source file.

The assessment blueprint

Twelve questions, two for each of the book's six principles. Each has four answers worth 0 to 3 points (A = 0, B = 1, C = 2, D = 3), for a total of 0 to 36. Full answer wording is in the scorecard.

#	QUESTION	PRINCIPLE
1	How clear are you on why your book needs to exist?	Mindset
2	When will your book be finished?	Mindset
3	How would you describe your book idea right now?	Plan
4	What does your outline look like?	Plan
5	How do your writing sessions happen?	Write Fast
6	You're drafting and a sentence comes out clunky. What do you do?	Write Fast
7	How do you plan to edit your manuscript?	Edit in Phases
8	Who will read your book before it's published?	Edit in Phases
9	How familiar are you with self-publishing?	Publish Strategically
10	What role will your book play in your business or career?	Publish Strategically
11	How are you growing an audience for your book?	Build Your Platform
12	How often do you get in front of your ideal reader live, on stages, podcasts, or webinars?	Build Your Platform

SCORING AND RESULTS

SCORE	RESULT	EMAIL TAG	READS NEXT
0 to 9	The Someday Author	qaf-someday	Introduction and Chapter One
10 to 18	The Stalled Starter	qaf-stalled	Chapters Two and Three
19 to 27	The Momentum Builder	qaf-momentum	Chapters Five and Seven
28 to 36	The Quick Author	qaf-quick	Chapters Six and Seven

Focus area: each principle scores 0 to 6. The lowest is the reader's focus area. Ties go to the earlier principle, because the formula builds in order.

Quiz tool build sheet

For authors who want an online, interactive version. Everything is written so the author or a virtual assistant can build it without guessing.

Quiz type	Scored. Total the points from all 12 answers.
Answer format	Single choice, four options, worth 0, 1, 2, and 3 points in the order shown.
Email gate	Ask for first name and email before showing results, so every completed quiz becomes a subscriber.
Result screens	Four outcomes by score range, using the result profile text from the scorecard.
Categories (optional)	Six categories, one per principle, with two questions each. Tools that support categories can show the reader's focus area automatically.
Tags	Apply one tag per result: qaf-someday qaf-stalled qaf-momentum qaf-quick , plus scorecard-taker for everyone.
Automation	Each tag triggers its matching follow-up email (Component 5) right after the quiz.

WORKS WITH THE TOOLS AUTHORS ALREADY USE

ScoreApp

Built for scorecards. Supports categories, so it can show the focus area on the results page.

Typeform

Use the built-in calculator for points and logic to send each score range to its own ending.

Tally

Use a calculated field for the score and conditional logic to show the matching result.

No quiz tool?

Offer the printable scorecard as a free download behind an email form in Podia, Kit, Mailchimp, or Flodesk.

Follow-up emails

SENT TO THE SOMEDAY AUTHOR · TAG QAF-SOMEDAY

Subject: Your book isn't waiting for a perfect moment

Hi [First Name],

Thanks for taking the Quick Author Scorecard. Your result was **The Someday Author**, and I want you to know something: that is not a verdict. It's a starting line.

Most people who say they're "working on a book" are really waiting. Waiting to feel more confident, to have more time, to be more qualified. I waited too, until I realized perfect moments don't come to us. We create them.

So here is your one step for this week. Open a blank document and write two things: a working title for your book, and one sentence about who it will help. That's it. Two lines.

Hit reply and send me your working title. I read every response.

Heather

P.S. The Introduction and Chapter One of *The Quick Author Formula* walk you through the mindset shift that gets you from someday to started. [Book link]

SENT TO THE STALLED STARTER · TAG QAF-STALLED

Subject: Why your book keeps stalling (it's not time)

Hi [First Name],

Your Quick Author Scorecard result was **The Stalled Starter**. You've started, and something keeps stopping you.

Here's what I've learned after writing multiple books, one of them in a single weekend: the problem is almost never time. It's structure. When you don't know exactly what comes next, every session starts with "What do I write today?" and that question is exhausting.

Your one step this week: take your topic and list your chapter titles. Under each one, add three to five points you want to make. When you sit down to write, you'll already know the answer.

Then try this. Set a timer for fifteen minutes, open voice-to-text on your phone, and talk through one chapter from your outline. Don't fix anything. Just count the words at the end. Most people are shocked.

Heather

P.S. Chapters Two and Three of *The Quick Author Formula* give you the full outlining method and my dictation workflow. [Book link]

SENT TO THE MOMENTUM BUILDER · TAG QAF-MOMENTUM

Subject: The part most authors leave until it's too late

Hi [First Name],

Your Quick Author Scorecard result was **The Momentum Builder**. You have a system and you're making real progress. Well done.

Now I want to warn you about the two places momentum usually dies. The first is editing. Without a clear finish line, revisions go on forever. The second is your audience. Too many authors wait until the book is live to start building one, and by then they're starting from zero.

Your one step this week: decide what "done" means. Set a final revision date, and choose two to four beta readers who look like your ideal reader. Then start thinking about a free resource connected to your book so you can begin collecting emails before launch day.

Reply and tell me your target publication date. Saying it out loud to someone else changes everything.

Heather

P.S. Chapters Five and Seven of *The Quick Author Formula* cover editing in phases and building your platform while you write. [Book link]

SENT TO THE QUICK AUTHOR · TAG QAF-QUICK

Subject: Your book is ready to work harder for you

Hi [First Name],

Your Quick Author Scorecard result was **The Quick Author**. You think like a professional author, and it shows.

So let's talk about what comes next. A published book is not the finish line. It's the hub. The authors who get the most from their books treat them as the center of an ecosystem: speaking, podcasts, courses, clients, and the next book.

Your one step this week: take one chapter and turn it into three things. A podcast pitch, a LinkedIn article, and a newsletter issue. Same ideas, three new audiences, all pointing back to your book.

Then ask yourself the bigger question: when someone finishes my book, where do they go next? If you don't have a clear answer yet, that's your next project.

Heather

P.S. Chapters Six and Seven of *The Quick Author Formula* cover strategic publishing and turning your book into the hub of a content ecosystem. [Book link]

Your book, turned into your list builder.

Next time you step off a stage, don't hand out a book and hope. Share a link that brings people into your world. You bring the book. I create the assets.

CHOOSE FOUR OF THESE SIX ASSETS

Companion workbook

Exercises and prompts that follow the book, chapter by chapter.

Self-assessment

A complete package like this one.

5-day email course

Ready-to-send lessons that teach the book's core ideas.

Framework cheat sheet

The book's core model on one or two visual pages.

Templates and toolkit

Worksheets, planners, or scripts that put the book to work.

Mini-course kit

Outline, slides, and lesson scripts, ready for the author to record.

\$4,999

Four custom assets, built entirely from your book.

8 weeks

Delivered within 8 weeks of receiving your materials, or your money back.

Yours to keep

Upload them to any platform you already use.

Ready to turn your book into assets?

scheduler.zoom.us/heatherdollandtamam

Book a call



DOLTAM CREATIVE SOLUTIONS