



The Writer's Performance Review by Jennie Nash, Book Coach

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5 = Far exceeds expectations 4 = Exceeds expectations 3 = Meets expectations 2 = Partially meets expectations 1 = Below expectations

Areas of Strength	Related Skills	Description	Personal Assessment (see scale in row 3)	Plan for Improvement
Writing Ability	Technical ability	Understands the fundamental elements of sentence construction, as well as grammar and style conventions.		
	Narrative design	Understands the basic principles of building an argument for nonfiction; or for designing a compelling character arc in fiction (including an imagined world that logically holds together.)		
	Self-editing skills	Demonstrated talent for analyzing and improving the work through the ability to step back and view it with an unbiased perspective.		
	Research skills	Resourceful in researching facts, gathering data, or interviewing people necessary to produce a book that is accurate to the best of their ability.		
Project Management	Commitment to project	Commitment to the mission of bringing the creative vision to life.		
	Organization and planning	Utilizes time management skills to manage project and achieve the desired results.		
	Technical ability	Strives to be proficient in the tools and programs needed to do the work, save it, share it, edit it, and be a good literary citizen (see definition below.)		
	Goal-oriented	Able to set measurable goals (time spent, words written, chapters generated) and to consistently meet them.		
	Commitment to excellence	Determined to write a book that engages the target readership, and delivers the intended result (entertainment, education, inspiration, solace, etc.)		
	Commitment to completion	Able to bring the project to successful completion and to then let it go out into the world.		
Market Focus	Industry knowledge	Understands the fundamental realities of the publishing industry and pays attention to news and trends.		
	Genre knowledge	Understands the basic tenants of the genre in which they are writing, and educates themselves about the big players and trends. Reads in the genre.		
	Target audience knowledge	Understands their ideal reader and writes to delight them.		
	Strategic thinking	Focuses on thinking like an entrepreneur, including finding and creating opportunities to connect with their ideal readers and the influencers who speak to them.		
	Financial knowledge	Understands the financial costs and benefits of publishing the book.		
Community and Connection	Literary Citizenship -- Global	Committed to supporting writers at all stages of their career through the purchase of books, the attendance of literary events, and a spirit of encouragement (online and in person) to anyone engaged in the creative process.		
	Literary Citizenship -- Peer to Peer	Able to build mutually supportive relationships with peer writers (online and in person) in workshops, at conferences, or through social media.		
	Coachable	Knowledge-hungry learner, eager to improve skills, learn from experts, and assimilate new concepts as needed.		
Internal Characteristics	Resilience	Able to persist in the face of doubt and rejection.		
	Faith	Maintains a belief that undertaking creative work has intrinsic meaning.		