



## Sample Interview Questions

### For Lincoln Square Books Cofounders Stephanie Gunning and Peter Rubie

1. How has the publishing industry changed in the last five years? What caused it?
2. Why should I self-publish? What are the benefits of self-publishing a book?
3. What is your background in publishing?
4. Have you given up on the mainstream model of publishing? Why did you become interested in the self-publishing model?
5. What pitfalls do authors need to be aware of when self-publishing?
6. How easy is it to self-publish a book these days?
7. Does editorial quality *really* matter?
8. Does interior and cover design quality *really* matter?
9. How far ahead should an author begin planning for a book launch?
10. You have called Lincoln Square Books a “bespoke” publishing company—what does that mean exactly?
11. What do you do for authors that they cannot do for themselves?
12. Who is an ideal candidate for successful self-publishing?
13. What does it cost to self-publish a book successfully?
14. How can people get in touch with you?