Personal reflection tool for Authors by Ambrose Kibuka and Prof. Elisam Magara

In order to provide an intervention among the participants of the workshop towards the promotion of academic and non-fiction authorship, participants were given a toolkit to assess their levels of competence and reflections. This self-assessment tool for individual authors intended to help you reflect on your own previous performance in four areas critical to earning a decent living through academic and non-fiction authorship. Participants were requested to complete the form by ranking themselves on each of the indicators (The book concept, quality assurance, the business side and legal issues) provided – each on a scale of 1-10, where 10 is the highest mark and 1 the lowest. The authors were required to circle the appropriate ranking for each item.

Table 1: Analysis of the rankings [of 20 participants who submitted the form] of the self-reflection on
the performance of the 4 areas: The book concept, quality assurance, the business side and legal
issues.

Cri	tical Areas	Rankings										Totals
The Book Concept		1	2	3	4	5	6	7	8	9	10	Sub Total
a)	Idea generation	1	0	0	0	1	1	1	8	4	4	20
b)	Concept development	1	0	0	2	3	3	1	5	1	4	20
c)	Research for book writing	1	0	1	1	3	3	1	5	3	2	20
d)	Manuscript development	2	1	1	2	0	3	3	6	0	2	20
	Sub Total	5	1	2	5	7	10	6	24	8	12	80
Quality Assurance		1	2	3	4	5	6	7	8	9	10	Sub Total
a)	Book editing	1	0	1	1	2	2	1	6	3	3	20
b)	Book design	2	1	1	3	0	2	2	6	1	2	20
c)	Quality of printing	1	2	0	1	2	3	4	5	1	1	20
d)	Quality of binding	1	0	1	1	4	2	3	2	5	1	20
	Sub Total	5	3	3	6	8	9	10	19	10	7	80
The Business Side		1	2	3	4	5	6	7	8	9	10	Sub Total
a)	Personal/book branding	3	0	1	0	4	3	6	0	3	0	20
b)	Marketing	1	1	2	2	2	4	1	5	2	0	20
c)	Distribution and Sales Management	3	0	0	5	4	3	3	0	1	1	20
d)	Financial management	1	1	2	1	7	0	6	1	0	1	20
	Sub Total	8	2	5	8	17	10	16	6	6	2	80
4. The Legal Issues		1	2	3	4	5	6	7	8	9	10	Sub Total
a)	ISBN acquisition	7	1	0	0	3	4	0	0	0	4	20
b)	Copyrighting	4	3	0	4	1	2	2	1	0	3	20
c)	Managing Contracts	2	1	1	4	5	2	2	1	1	1	20
d)	Handling Piracy	5	2	3	2	3	3	0	1	1	1	20
	Sub Total	18	7	4	10	12	11	4	3	2	9	80
	Grand Total											

Personal Authorship Vision

Participants were requested to indicate their visions as authors in respect subject of Interest and business models.

- a) **Subjects of Interest:** The subject of interest ranged from international coverage of politics, economy to the local serving the general public, secondary schools and universities. Few of the areas articulated include World peace, literature, reading and writing in local languages. Some of the interests concerned with improving the reading and writing skills in primary and secondary schools. The other interests included learning how to write and market academic books. Other interest was to publish officially all manuscripts for far written. Other interest included producing the bestselling books. Some of the examples included the agricultural and agribusiness books in Uganda.
- b) Business Model and targets (Target markets, Distribution and sales): Although some authors had in place business models and targets, few indicated that they had failed to put together an output. Some of the authors had targeted the International market. In general, the general public, universities and tertiary institutions and government schools (Selling to students and teachers) were some of the target areas. There was an indication of developing CDs for my books, to market through ministries, to co-author with people who have contacts with ministries in neighbouring countries, and to undertake capacity building trainings in line with individual publications.