

About Your Argument

- Is your central argument conveyed in a clear thesis?
- How well do you support your argument?
- Does your argument logically flow from one point to the next point?
- Does your conclusion support your thesis?
- Does your conclusion include application?

About Your Audience

- Who is your target audience?
- Are you using appropriate language for your audience?
- How much do you assume that readers will know about the topic before reading your book?
- Do you take the time to explain highly specific terms or concepts to your readers?
- Do you offer readers your definition of ambiguous terms?
- Do you consider opposing viewpoints your readers might have?

About The Manuscript Overall

- Do all sections fit together as a cohesive whole?
- Does the order of presentation work?
- Are all sections necessary?
- Do all section breaks seem natural?
- Is there a strong theme or metaphor woven into the writing?
- Does the story hold together logically?
- Does the story keep a consistent pace?
- Is the story character-driven or plot-driven?

About The Characters

- Will readers be sympathetic to the main character?
- Does the main character grow and change in response to the trials he or she faces?
- Are all secondary and tertiary characters necessary?
- Is the right amount of importance placed on each secondary and tertiary character?

About The Plot

- Does the story begin and end at the best spots?
- Do all plot points advance the story?
- Does the story resolve well?
- Is the ending too easy to predict?
- Does the story contain noticeable plot holes?
- Is there enough foreshadowing?
- Do all subplots resolve?