



Dear FRIEND

Thank you for being an Advanced Reader for my upcoming book, *The Smile Advantage*! Here are a few questions that I'd love your feedback on as related to the manuscript. Thank you so much for your much-valued feedback! *Kathryn*

1. What did you like most about this book?
2. What did you like least? (e.g. was there a section or set of sections you'd recommend we remove?)
3. How likely are you to recommend this book to another reader?
Unlikely somewhat unlikely likely very likely
4. Tell us why you circled your answer above?
5. If you are very likely or likely to recommend this book to another reader, how would you describe that reader?
6. What kind of reader would you not recommend this book for?
7. What was the most salient take-away from the book?
8. What benefits did you get from reading the book?
9. Can you think of any groups (companies, organizations, non-profit organizations, stores) that might benefit from those messages?
10. How might the launch of this book help YOU, in particular?

Any other comments are welcome. Thank you!