

AUTHOR PROPOSAL FORM

Basic Info

- Name
- E-mail address
- Day/evening phone numbers

Proposed title and subtitle

Brief description of book (500 words) including:

- The project's purpose, scope, and content
- The audience or primary market for the book
- Distinctive features and selling points (e.g., what problems does the book solve; what questions does the books answer; what myths does the book break for readers, etc.)
- Proposed length of manuscript (word count)

Proposed contents

- Draft table of contents, including front matter (foreword/introduction), back matter (bibliography, index)
- Synopsis of each chapter/section.
- Sample chapter, if available.

Market

- Describe the primary market(s) for your project and your best estimate of its size.
- Does your book capitalize on or anticipate any trends? Please explain.
- Indicate any secondary markets for your project, such as the school and library market, academic or professional associations (please specify), etc.

Competition

- Provide a list of books that will compete with your book in the marketplace. (This is helpful in envisioning and selling your book, so please do not skip.)
 - DO: Include the author, publisher, publication date, price, ISBN, and if it is still in print for each book.
 - DO: Include titles that were published within the last 3 years.
 - DO: Use books with a similar audience and/or age group as your book.
 - DON'T: List big bestsellers or could be classified as cultural phenomena (e.g., Harry Potter).
- Explain how your book will be better or different.

Proposed ancillary components

- Do you envision this book containing photographs or illustrations? Include an estimate of the number and type (e.g., 25 black-and-white photographs; 32 full-color illustrations, etc.).
- List all other proposed illustrative materials such as line drawings, tables, charts, and maps. Include an estimated number for each (e.g., 20 black-and-white line drawings, 5 full-color maps, etc.).
- List any materials included in your final manuscript that come from other sources for which you do not hold copyright, such as text excerpts from previously published works. (Note that it is the author's responsibility to apply for permission to use copyrighted material.)



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Author information

- Describe your unique qualifications for writing this book.
- Provide either the most recent copy of your CV or a list of books and/or articles that you've published as well as your area of expertise.
- Send a writing or art sample of your work. If you've written any articles relevant to your proposal, please provide links to the material (if possible).
- List URLs for your website and/or blog, plus social media links.

Supplemental marketing materials

- List any supplemental material of interest to readers of the genre and/or your work.
- List any materials that could be created for marketing the print ore-book version, such as study guides, videos, etc.