

Proposal Guidelines

If you have received communication from us requesting a formal proposal, the following suggestions will help us to properly consider your proposal. It is recommended that your proposal contain:

- The most exciting or important feature of your book.
- Basic book information: author(s), editor(s), artist(s), length, proposed schedule, illustrations.
- Detailed market information describing the profile of the book's buyers.
- Front and Back Matter: list of figures, foreword by a well-known person, appendices, glossary, bibliography, index.
- Biographical information relevant to the book and marketing, writing credits
- Interviews, experts, and others who are willing resources for the author.
- Competing books and media and how the book will be different or better.
- The Table of Contents
- Detailed outline of each chapter
- A handful of sample chapters, taken from different parts of the book.
- Your promotional ideas, availability, and prior experience with promotion, including media experience.