

# ABA Book Proposal Submission Outline

**Proposal Name (title / working title):**

**Author(s):**

## About you

**Contact information (including email address, phone number, and mailing address).**

**A short biography if you have one handy.**

**Previous books written or writing sample(s) (URLs and/or attachments).**

**What do you feel are your greatest strengths or qualifications to write this book?**

**Why do you want to write and publish this book with A Book Apart?**

## About your book

**What is the proposed or working title?**

**What is the elevator pitch (two or three sentences)?**

**What is the estimated length? (If known, estimate is fine.)**

**Provide a high-level table of contents and/or chapter outline.**

**If available, provide any portion of a sample chapter.**

## **A few more questions...**

**Why do you think this book's topic is important?**

**What would be the book's three main selling points? In other words, what are three reasons that a reader would buy this book?**

**Who is the primary intended audience(s)? Describe in as much detail as possible.**

**Would this book appeal to any secondary or unexpected audiences? (E.g., maybe your book would do well in a classroom setting.)**

**How might you involve different audiences and experts in the development of this book?**

**How will you come by your case studies and anecdotes? (Name some potential sources.)**

**Does this book topic have existing competition? If so, how will your book be different?**

**Do you envision the book having supplemental or complementary content available via the web?**

## About the marketing opportunity

**You are an expert in your industry. Who are your fans right now? (Who will support and help promote your book?)**

**Who would you like to reach but haven't yet?**

**Have you been featured in any recent press related to the topic of this book?  
Please include links.**

**What media contacts or outlets do you have access to, including podcasts, newsletters, blogs, and other creative placements?**

**What related/relevant topics or ongoing conversations will your book fit into?  
(Thinking about adjacent or other audiences who the book might be marketed to.)**