



A Book Apart Proposal Submission Outline

Proposal Name:

Author:

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

Proposed or working title

Elevator pitch (two or three sentences)

Estimated length (if known / estimate is fine)

High-level table of contents and/or chapter outline

If available, any portion of a sample chapter

And a few more questions

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

What would be the book's three main selling points?

Who is/are the intended audience(s)? Describe in as much detail as possible!

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

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? List them here.

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