

BOOK PROPOSAL WORKSHEET

Book Title: _____

Subject: _____

Nonfiction: _____

Fiction: _____

Genre: _____

State the book's premise in three sentences or less. _____

Why do you want to write this book? _____

What is the purpose of the book? What goals do you hope to accomplish? _____

How are you qualified to write the book (experience and education)? _____

Do you need to do more research? _____

What are your research resources? _____

How much time can you devote to writing this book, or aiding in its completion? _____

How long do you estimate this book will take to write? _____

Who is your target audience? _____

What other similar books are in print? _____

Why is this particular book better or unique? _____

What is the special sales potential of this book? _____

What will be the probable retail price of this book? _____

What markets have you identified for this book? _____

Do you have, or can you get, comments or short reviews from colleagues and peers for use on the back cover of your book? _____

Do you have a printer in mind for manufacturing this book? _____

If yes, what signature setup do they use, and what are the margin tolerances of their press? _____

Do you have distribution channels open to you? _____

If yes, what discount do they require? _____

Do your distributors require EAN bar-coding? _____

Do your distributors require you to pay all shipping costs from your location to theirs? _____

Do you have advertisers in mind to promote your book. If so, state what media: _____

Can you arrange for warehousing print-runs? _____