

**Brief description of the book. (Maximum 700 Characters)**

(This is the “elevator pitch” for your book. Make it short and compelling. Discuss the book primarily. *Write a pitch that will make readers buy your book!*)

**In-depth book description.**

(Take up to four paragraphs to describe the book’s contents.)

**List three suggested titles for this book**

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**Who is this book’s audience? Use job titles and be specific.**

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**List five highlights of the book**

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**List five six search key words or phrases relevant to the book. Use terms that readers would use to find your book.**

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**Schedule: What is your estimated timetable for completing your book? When do you expect to have a complete manuscript?**

**Size: How many pages do you expect to write? How many figures and tables do you expect to include? (To help you estimate, 250 double-spaced letter-sized pages and 25 figures is approximately 200 printed book pages)**

**Draft a list chapters or outline book's contents:**

### **Competing books**

(List title, author(s), publisher, year of publication, number of pages, and price. Include one to two sentences of how your proposed book is different for each competing book listed)

**The Market: Mention any factors that might have an impact (positive or negative) on the market for your work. How is the market changing?**

**Biography:**

(One to three paragraphs. This biography as if it would be posted on Amazon and other on-line book sellers.)

**Reviewers:**

(Please list five experts who could review the proposal)