

*Name of Book*  
*(Name of Author)*

## A BOOK PROPOSAL FOR MSI PRESS

### Summary of proposed project:

1-2 sentences

### Rationale for the creation of this product:

2-3 sentences; why you want to write this book; where the “gap” is in the current literature in the field

### Organizational Plan of the Book:

Will the book be divided into parts? How will you move the theme/plot/content forward?

### Analysis of the market this product should address:

Existing market? Growing market? Untapped market? How large is this market? Is it a niche market?

Who is the audience? Why would the audience buy this book?

How can the author help market this book? And/or: How can the author help create a market for this book?

What is the nature of your platform? Do you have a blog – how many followers? Does your blog address the topic of your book? Do you conduct seminars for which you can use this book or teach classes for which this book will become a “textbook” or supplementary text? Do you have contacts who can help the book reach a “tipping” point? How committed are you to promoting your book after publication? (Nowadays, publishers cannot market authors’ books without committed author involvement.)

### Comparison of proposed product to similar products currently on the market

Please do your research well. This is where most book proposals fail – if a publisher knows more about what is “out there” than does the author, that is not a good sign.

### Proposed Contents (Annotated Table of Contents):

Chapter number/ title with a short (1-2 sentences) description of the contents of that chapter.

## The Authors

### **Name #1**

Education, experience, previously published books – whatever is pertinent to demonstrate your ability to write the book and follow through on its completion, what makes you the “expert”.

### **Name #2, etc., where applicable**

## Technical Information

Word count (pages come in different sizes; word count provides a publisher with much more information than does a page count)

Charts, tables, illustrations, pictures? If any, provide details on number, size, resolution, source (permission to use from original source), etc.

End Matter: will there be an Index?

How will you handle footnotes, endnotes, appendices?

## Time Lines

When will your manuscript be ready for MSI Press readers to provide feedback on marketability and publishable quality? (We do not always send a book out to readers, but we reserve the right to do so.) Following receipt of comments from readers or editor, when would be the date of the anticipated hand delivery of the revisedz version (for copyediting)? Keep in mind that generally if you think it will take you two months to complete your manuscript, it will most likely take four. Unless you have published before, double your estimate, and you are likely to come closer to reality.

## Enclosures

Enclose at least two sample chapters – neither should be the first or last chapter. If the first chapter is important in order to understand subsequent chapters, enclose it, but send two additional chapters, as well.

Submitted by:

Name ([email](#) address)  
Home/business address  
telephone

Date: