**August Learning Solutions Book Proposal**

Please complete the below questionnaire for your proposed title.

**1. Product**

*a. Briefly describe your proposed publication including the scope and purpose.*

*b. Provide a “sales hook” for this book. If you had 15 seconds to convince a reader why they need this book, what would you say?*

*c. What are the major benefits readers will gain from this book?*

**2. Target Audience**

*a. Who is the target audience?*

*b. What is the potential for sales to this market?*

**3. Competitors**

*a. What are the competing books in the market?*

*b. Briefly evaluate the strengths and weaknesses of these other publications, and explain how your proposed publication will differ from them.*

*c. What is distinctive about your proposed book's topic, organization, author, or treatment that should compel people to buy this book instead of similar books?*

**4. Timing**

*a. When would be the best time for this publication to be released? Why?*

*b. Identify any timing concerns or external events that may affect the marketability of this publication.*

*c. How long do you expect the publication to be current? How often might it need updated?*

**5. Marketing**

*a. What trends will impact the sales of this book?*

*b. How should this book be marketed to reach potential customers?*

**6. Manuscript Details**

*a. Estimate the length of this book in double-spaced pages in Word.*

*b. Provide an overview of the art (photos, illustrations, diagrams, etc.) that might enhance this title.*

*c. Is a workbook necessary to accompany this title?*

*d. Are additional instructor resources necessary to accompany this title?*

**7. Additional Information**

*Please provide any additional information you think might be relevant to your proposed title.*