

## BOOK PROPOSAL QUESTIONNAIRE

### **TITLE INFORMATION**

**Title:** *The title should concisely reflect the contents of the book.*

### **AUTHOR/EDITOR INFORMATION**

Please provide the following information for every author/editor associated with the project.

**Name:** *As it should appear on the book's cover.*

**Affiliation:** *Please provide your position and affiliation.*

**Contact Information:** *Please provide your complete, preferred mailing address, telephone number(s), and email address(es).*

**Biography:** *Please provide a paragraph summarizing your current work, areas of expertise, relevant educational credentials, and a list of previous publications. Particular emphasis should be placed on your work as it relates to the topic of the proposed publication. Please write this as you would have it appear in the front matter of your book and/or in an online product description. Please attach a copy of your curriculum vitae to your proposal submission.*

**Number of Contributors:** *Approximately how many contributors do you expect to contribute to the book? The names of prospective contributors may be included later in the proposal.*

### **A DESCRIPTION OF THE BOOK**

**Layperson's Definition of the Topic:** *Please describe the topic so that they layperson can understand your projects relation to the subject matter.*

**Description of the Book:** *Please provide a brief description of the book which could be used for promotional purposes (e.g. back cover of the book, online copy). The description should speak to the intended audience.*

**Rationale for the Book:** *Please outline your rationale for proposing a new book in this area. Specifically, what challenge, pain point, or problem does your intended audience face? How will your proposed title help address this challenge, pain point, or problem?*

**Features:** *Please provide 3-5 bullets summarizing the features in the book that make it unique and worth reading.*

**Benefits:** *Please provide 3-5 bullets summarizing what the reader will gain from reading the book.*

**Key Words:** *Please provide 5-10 key words or terms that might be used to search online for your book.*

### **AUDIENCE**

**Primary Market:** *Please provide a summary of the people who will buy your book. How big is this audience?*

**Readership Level:** *E.g. undergraduate, graduate, professional, preference*

**Readership Job Titles:** *Please provide the typical job titles of this audience.*

**Secondary Market:** *Please provide a summary of the people who may read your book. How big is this audience?*

**Readership Level:** *E.g. undergraduate, graduate, professional, preference*

**Readership Job Titles:** *Please provide the typical job titles of this audience.*

### **Additional Information**

**Geographical Limitations:** *Are there any geographical limitations to the value of the content in the book?*

## BOOK PROPOSAL QUESTIONNAIRE

**Significant Market Need:** *Are there any markets that might have a particularly high demand for this information.*

**Associations/Societies:** *To which associations and societies does this audience belong?*

*Journals: Please provide a list of journals relevant to this audience and the topic of your book.*

*Conferences: Please provide a list of conferences relevant to this audience and the topic of your book.*

### **TABLE OF CONTENTS**

*Please provide a detailed list of chapters, with suggested contributor(s) (if the book is an edited volume). Under each chapter heading, please summarize the content in a few sentences or short paragraph paying special attentions to any features. Please also estimate the total number of words to be included in each chapter.*

### **COMPETITION**

*Please list below, in order of importance, any books that would compete with or are related to your publication. Please provide a brief description of how your proposed book differs from the competitive or related title.*

<i>Title</i>	<i>Author</i>	<i>ISBN</i>	<i>Publisher</i>	<i>Publication Date</i>	<i>Price (USD)</i>	<i>Notes</i>	<i>Competitive or Related?</i>

### **SPECIFICATIONS**

*Extent: Approximately how many words will your manuscript be (including references)?*

*Art Package*

*Line Drawings: How many line drawings do you expect to include in your final manuscript?*

*Photographs: How many photographs do you expect to include in your final manuscript?*

*Tables: How many tables do you expect to include in your final manuscript?*

*Number of Colors: If you suggest your book should be more than one color (i.e. black and white), please provide an explanation of your suggestion.*

### **TIMELINE**

*Final Manuscript Submission: By when do you expect to submit your final manuscript?*

### **PLEASE SEND THIS COMPLETED PROPOSAL TO:**

*Cereals and Grains Association*

*Email: info@cerealsgrains.org*