



BOOK/PRODUCT PROPOSAL OUTLINE

Working title:

Category:

Author and qualifications:

Book summary:

Five key features:

Format: Trim size, estimated number of finished pages, b/w/color, illustrations

Primary audience:

Secondary audience:

Marketing channels to reach audiences, including special sales:

Key features of similar titles from other publishers (marketplace competition):

How this book is different from existing titles:

Proposed schedule: ms in and off press month/year

Suggested reviewers: