

# Submissions Proposal Template

Your submissions proposal will provide us with the information we need to gain a clear idea of your project. Please give as much information as you can, to help us reach the best decision.

You should use this document as a template to structure your proposal.

We will read and discuss your proposal when you submit it, and we aim to make our decision as soon as reasonably possible, but do bear in mind that we need to give it a lot of consideration, and depending on the complexity of your project, it might take us longer to get back to you – or we may be able to reach a speedy decision.

## 1: The title

What is the proposed title?

Please also include the proposed subtitle and edition, if relevant.

## 2: The book

This is our introduction to your book, so we'd like to start with your overview, and then go into more detail. We need you to provide a description of your project, in terms of content and scope:

### 2.1 Content

Please provide a brief summary of your book (we suggest 100-300 words), followed by a chapter by chapter synopsis.

This should include a short description of the (planned) content of each chapter, as well as its purpose.

Whilst this will be mostly provisional, it's important to have a structure and overview which is as detailed as possible – this gives us the best chance to understand and assess the potential of your project. Please also include a sample chapter if you have this available.

### 2.2 Scope

Here we want to find out who will want to read your book and why they will buy it.

Please write a brief description (100-400 words) of what makes your book distinctive.

What are its key selling points? What makes now the ideal time to publish it? What benefits does it offer, and/or what needs does it satisfy? Does it have particular unique features? Make sure you consider where it fits within our proposition at Ariadne's Gold Publishing – what role does your book play in shifting the paradigm in the world of possibilities for women and girls?

## 3: The market and competition

### 3.1 Market

What is the primary market or audience for your book? Why do they need a new book on the topic, and how does your book meet their needs? Describe your reader's profile in detail.

Where do you see your book in the marketplace – what role does it serve? Which bookshop shelf do you see it appearing on? What is your best estimate of your market size?

If applicable, please repeat for any secondary markets.

Is there anything else we need to know about relating to your book's market?

### 3.2 Competition

Tell us about the main competitors for your book in each market you have listed above (these do not necessarily have to be books with the same goal – just what your target audience is reading at the moment).

For each competitor, please include details of the title, author, publisher and price (and any other information you consider relevant), and the key features that give your book the edge – why would readers choose your book over the competitor?

## 4: Additional information

This section principally concerns your plans for the final, printed book.

How long do you expect the book to be overall (in words)?

If your book contains academic content: has any of the material been previously published (e.g. in articles or papers)? If so, please provide details of the material and the copyright holders. Is any of the book based on a research project, interviews, or PhD research? If so, please provide details, including of any funding bodies.

Do you intend to use any third party materials (e.g. tables, illustrations, photographs, quotations)? If so, these will require permission from copyright holders – please confirm that you understand that you will be responsible for seeking this permission.

Will your book include illustrations? These can be in the form of artwork, tables, graphs or charts, diagrams, photographs, amongst others. Please indicate what type of illustrations you will be including, and an approximate number of each.

Are there any other special features you plan for your book? For example, case studies, further reading, boxed or highlighted material, a glossary, etc.

Do you plan to have any accompanying media? For example, a website, links, videos etc?

When do you realistically plan to deliver a final script?

## 5: You

Please provide the following details about yourself and any co-authors:

- Name
- Contact details (phone number, email address)
- A paragraph about yourself, including why you are the best person to write this book
- Testimonials or endorsements of your work
- Any other books you have published (details of the book, how it sold, how you marketed it, and what you learnt from the experience)
- You may choose to attach a copy of your CV

## 6: Selling

After your book is written, we will need to work with you on marketing it. We would therefore like to understand your experience in this area, your connections, and your marketing plan for your book.

Tell us about:

- Your network and connections, e.g. in the media, people who might be able to review your book.
- Any previous experience in promoting books, details of your experiences of what does and doesn't work.
- Do you do public speaking? If so, please include details of the topic and audience of any public speaking, training or workshops you have delivered over the last 12 months and intend to deliver over the next 6 (if this has been affected by Coronavirus, please let us know).
- Do you write for any related publications, such as magazines or journals? If so, please include any samples you are able to.
- What is your social media experience and leverage? What email marketing could you do, and how many people would it reach? Do you have a website?
- Is there a company or institution that could help promote and support the book? If so, please provide details about what activities they might commit to undertaking.
- Any other marketing activities you would undertake for promotion of the book, and how we can work with you.
- How many books do you expect to sell in the first year of publication? Where would these sales come from?
- Where are people most likely to buy your book?

The more detail you can give, the better.

## 7: Finally

Why did you choose to submit your proposal to Ariadne's Gold Publishing?