

# Cool Springs Press Project Proposal Outline

Include the following with all book submissions:

## 1. Proposal Overview

- a. The Content
  - i. Premise
  - ii. Unique Selling Proposition
  - iii. Overview
  - iv. Manuscript
    1. Manuscript Status
    2. Special Features
    3. Anticipated Manuscript Length
    4. Anticipated Manuscript Completion Date
- b. The Market
  - i. Demographic Description
  - ii. Affinity Group
  - iii. Competition (Comparative Sales Analysis: list of ten strongest competitive titles)
- c. The Author
  - i. Biographical information
  - ii. Previous Writing
    1. All previous books with release date, format, price, page count, trim size, BISAC category, , Amazon rank, BookScan and LTD unit sales
    2. Other published writing (newspaper or magazine articles, etc.)

## 2. Personal Marketing

- a. Current media platform, radio, social media audience, Facebook, twitter and blog addresses or other online networks. Also include podcasts, videos etc.

## 3. Outline, Chapter-by-Chapter Synopsis, and Table of Contents

## 4. Sample Chapter

## 5. Status of Photography and/or Illustrations

Please email submissions to Billie Brownell, [billie.brownell@quartous.com](mailto:billie.brownell@quartous.com).

Or mail to:

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