

SUBMITTING A BOOK PROPOSAL

Guidelines for Authors:

At Coastal West Publishing we publish non-fiction books with integrity. We offer:

- Quality design and production
- e-Book technology
- Physical copy

Suitable books are published electronically and are available through multiple outlets as Google Books, Kindle and ePub, and will be placed on developing platforms.

Physical books will be submitted to numerous bookstores across North America.

Use the guide below to help you prepare your proposal. Following this guideline will expedite our evaluation period of your work and result in a quick response to your proposal.

Excluding sample chapters, or a draft manuscript, we ask that your proposal would be in the range of no more than 4-6 pages in length.

If you have any questions at any stage, please don't hesitate to ask your dedicated contact or email submissions@coastalwest.ca

Blurb

Please write a brief synopsis (approx. 250 words) which would describe your book to an interested reader.

Aims and Goals

What is your book about? What is the main theme and its objectives?

Table of Contents

Please provide a simple table of contents including chapter headings and contributor names.

Chapter Synopses

- a) Please list working chapter headings and provide a short paragraph of explanation on what you (or your contributors) intend to cover in each chapter.
- b) If sample chapters, or a draft manuscript are available, please send this material by email to submissions@coastalwest.ca

Length and Schedule

- a) Approximately how illustrations do you plan to include in the book? Please refer to the artworks submissions guide when submitting the illustrations/photographs.
- b) What is the estimated length (number of words) of your book at this stage? Does this include references and endnotes? Does your title have an appendix or glossary?
- c) When do you anticipate the final manuscript will be finished and delivered?

The Market

- a) Who is your book primarily aimed towards? Who will buy it? Who will read it?
List keywords you would use for the books (readers often searching online do not know the exact title or ISBN they are looking for. Many readers are not looking for a specific book but are placing keywords into the search engine to generate different titles. These keywords assist in how search engines determine your book to be a match.
- b) Is it aimed at a niche audience?
Does the book assume the reader has previous knowledge on the topic and language used or does it introduce the topic?
- c) Is the topic of your book widely introduced through other published works? If so, how will that affect the marketing of your book?
- d) Is there a peer market?
Do you have any connection to a relevant body who may endorse the book? Do you already have endorsements for the back jacket?
- e) Does this topic have international interest outside your home country? If so, where and why?

- f) Will your book be suitable, required or recommended for academic audiences or specific professional groups? If so, does it have a workbook that will be available?

Competition

Please list books which are either directly in competition with your book or else could be related, in some way, to your submission.

Please list the following details: author, title, publication date and price.

Write a brief explanation of the ways in which your proposed book is or will be different from the related title.

Please give a brief description on what incentives a reader has for seeking out your book. What type of information is available on the web about your topic freely?

Marketing Leads

Marketing a book at an early stage is an important step in ensuring the success of your work when it hits market. We appreciate your input on the following questions:

- a) Key selling points:
Please list at least three brief selling points that would make your book appealing to its intended audience.
- b) Societies and Organizations:
Do you belong to any societies, associations, or organizations that could be used for promotional purposes? Please provide a list.
- c) Other sales opportunities:
Do you plan to use the book in your own speaking circuit or consulting work? Please provide details of how you would use the book, including the likely effect on sales.
Do you anticipate purchasing copies of the book yourself to give to participants / partners or guests?
Will you require copies to be available for sale at your event by Coastal West Publishing?

About the Author

Please provide a brief biography here. This includes any credentials, titles, accomplishments, or previous works published. You may also provide a picture which may be used on the biographical page or exterior of the book.

The Evaluation Process at Coastal West Publishing

Your proposal will be looked at closely by the most suitable Coastal West Publishing editor.

The editor will consider several questions:

- a. Does the content of this book fit within our values?



- b. Are the contents of this book verifiable?
- c. Is there a market for a high-quality book on this subject?
- d. What evidence is there for this market?
- e. Will the book sell locally and internationally?

Board Meeting

The Coastal West Publishing team holds frequent board meetings with our members to determine the approval or denial of new book proposals. The results of these board meetings provide the agreed decision of:

- a. approval
- b. rejection
- c. provisional approval (subject to certain revisions)

Once the book proposal has been approved by the board, we will send a contract to you. It is important at this stage to agree upon a realistic delivery date for the manuscript and an acceptable title for the book.