NAME:

SUBMISSION DATE:

**I. BOOK CONTENT**

TITLE:

SUBTITLE:

AUTHOR:

WORD COUNT:

PROPOSED MANUSCRIPT COMPLETION DATE:

SUMMARY OF CONTENTS: *(350 words or less)*

PREMISE: *(500 words or less)*

UNIQUE SELLING PROPOSITION:

*If consumers in the target market (see below) purchase this book,* they will:

*Then* they will:

*Because* this book:

**THE MANUSCRIPT:**

Are there any special features within the layout or textual presentation of this book?

Anticipated number of pages:

Are there any Indeces? *(Yes or no)*

**II. THE AUDIENCE**

DEMOGRAPHIC DESCRIPTION:

PSYCHOGRAPHIC DESCRIPTION:

AFFINITY GROUPS:

COMPETITION AND DIFFERENTIATION:

**POTENTIAL PITCH ANGLE AND HOOKS:**

1. CHURCHES AND LEADERS:
2. SEMINARY AND CHRISTIAN COLLEGE PROFESSORS/STUDENTS:
3. EVERYDAY CHRISTIANS
4. CHRISTIAN MEDIA OUTLETS

**III. THE AUTHOR**

TELL US ABOUT YOURSELF: *(500 words or less)*

HOW DID YOU COME TO WRITE THIS BOOK?

WHAT QUALIFIES YOU TO WRITE ON THIS TOPIC?

HAVE YOU WRITTEN ANY OTHER PUBLISHED BOOKS? *(If so, list here)*

**IV. TENTATIVE** **CHAPTER BREAKDOWN & SYNOPSIS**

*List off your chapter titles and include a 2-4 sentence summary of each.*

**V. WRITING SAMPLE**

*Copy and paste either your introduction or your favorite chapter from your current manuscript.*