

# 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**

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 Cindy Games, [cgames@coolspringspress.net](mailto:cgames@coolspringspress.net)

Or mail to: Cindy Games, Cool Springs Press, P.O Box 2828, Brentwood, TN 37024