**7830 W. ALAMEDA AVE, SUITE 103-247, DENVER, COLORADO 80226 | USA**Tel: +1 (720) 441-2785 | editor@spearsmedia.com | www.spearsmedia.com

**NON-FICTION PROPOSAL FORM**

We would be delighted to consider your new book idea. The information on this form will help us assess quickly whether your proposal fits our list. All proposals will be peer reviewed anonymously and comments will be passed back to aid you with your ideas at this stage. If feedback is positive, we will then present your book idea to our internal Publishing Meeting for approval. Our proposal for the Publishing Meeting will be largely based on what you supply here, so please do be as explanatory and detailed as you can at this stage. If you have any questions, please don’t hesitate to get in touch.

**Editor, Spears Books**

[editor@spearsmedia.com](mailto:editor@spearsmedia.com)

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| Proposed Title | Click or tap here to enter text. |
| Name | Click or tap here to enter text. |
| Mailing Address | Click or tap here to enter text. |
| Postal Code | Click or tap here to enter text. |
| Country | Click or tap here to enter text. |
| Telephone | Click or tap here to enter text. |
| Email | Click or tap here to enter text. |

**Summary:** Please provide a one-line description of the book summing up its scope and content.

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| Click or tap here to enter text. |

**Description:** Please provide a concise description of the book, outlining your rationale, approach, main themes, objectives and any unique features.

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| Click or tap here to enter text. |

**Short non-technical description:** Please provide a short description that could be used as the basis for catalogue or jacket copy.  This should be clear, informative and persuasive (175 words or fewer).

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| Click or tap here to enter text. |

**Key features:** If you had to give three key benefits your book offers its readers, what would they be?

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| Click or tap here to enter text. |

**THE MARKET**

Who is the intended core readership for your work? Is there a secondary market in addition to this?

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| Click or tap here to enter text. |

Describe the market need for your book (why would people want or need to buy it)?

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| Click or tap here to enter text. |

If intended for course use, list one or two indicative courses for which this book might be suitable. If possible, please reference such courses, indicating in which countries they are taught.

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**THE COMPETITION**

List at least three competing titles currently on the market, giving details of publisher, price and date of publication. These might not be direct competitors, but simply what your primary readership is buying at the moment.

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| Click or tap here to enter text. |
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How is your book different and/or better?

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| Click or tap here to enter text. |

**THE CONTENT**

Please provide a Table of Contents and give a brief description as to what will be covered in each chapter.

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| Click or tap here to enter text. |

Does the subject have international appeal?

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| Click or tap here to enter text. |

***The following information will help to us to assess the production budget for the book at proposal stage.***

Please provide the intended word count. Click or tap here to enter text.

Do you plan to include any illustrative material? If yes, please state the rough number and the copyright holders as necessary (note we only publish in colour where there is a special case or need):

* B & W photos Click or tap here to enter text.
* B & W line art. To be supplied as final artwork by you, or roughs to be redrawn? Click or tap here to enter text.
* Tables Click or tap here to enter text.

Do you plan to quote from any texts for which you are not the copyright owner? If so, please give an indication of roughly how many and the likely source of the material.

Click or tap here to enter text.

Do you plan to include any rich media (audio or video) to accompany the book? If yes please give an indication of what the material would contain, where it would be sourced from and who would supply it.

Click or tap here to enter text.

**Note:** *we will not include materials for inclusion in a book for which digital permission cannot be sought as we need to be able to sell your work in every channel, print and digital.*

Do you have any strong thoughts on page layout or cover design at this stage – e.g. original cover art to be use for the design of your book cover?

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| Click or tap here to enter text. |

**Endorsements:** Do you have suggestions for a person to write a Foreword or to endorse the publication?

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| Click or tap here to enter text. |

**MANUSCRIPT DELIVERY**

When, realistically, would you be able to deliver a final and complete manuscript to us (including all the necessary artwork and permissions material, cleared and in place)? A note of caution: advertised publication dates are based on author delivery dates. If a publication date is missed there are strong consequences so please give careful consideration to your proposed manuscript delivery date and build in time for clearing permissions and obtaining artwork (if necessary).

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| Click or tap here to enter text. |

**YOUR QUALIFICATIONS TO WRITE THE BOOK**

Briefly describe your background and what makes you qualified to write this book.

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| Click or tap here to enter text. |

Please supply a short biography that you would expect to appear on the back-cover blurb and on Amazon. Keep it under 200 words.

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| Click or tap here to enter text. |

Have you written for publication before? If so, please give details.

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| Click or tap here to enter text. |

Do you have any good contacts or affiliations that will be helpful to us when marketing such a work?

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| Click or tap here to enter text. |

Where would you expect to hear about such a book e.g. magazines, online journals or conferences where you expect to see the book reviewed, mentioned, advertised or displayed?

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| Click or tap here to enter text. |

How did you learn about Spears Books?

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| Click or tap here to enter text. |

Do you have any other comments?

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| Click or tap here to enter text. |

*Many thanks for submitting your thoughts and ideas to us. We look forward to reviewing your proposal.*