**Proposal for the *Authority Guides* series**

**Please tell us why your book should be an *Authority Guide*. The questions in this document are designed to help you.**

**Send your submission to Sue Richardson,** [**sue@suerichardson.co.uk**](mailto:sue@suerichardson.co.uk)**, or Chris Cudmore,** [**christopher@suerichardson.co.uk**](mailto:christopher@suerichardson.co.uk)

**1. Title**

What would you choose as your working title and subtitle? For example, *The Authority Guide to Marketing your Business Book: 52 easy-to- follow tips from a book PR expert* or *The Authority Guide to Presenting and Public Speaking: How to deliver engaging and effective business presentations*

The title and subtitle should explain what the books is about and promise clear **outcomes** and **benefits** to the reader

* The Authority Guide to:
* Subtitle:

**2. Overview**

* How topical is the subject matter and why is now the right time to publish a book on the subject?
* Why is it relevant to the busy business professional?
* In under 30 words describe the key selling points and value proposition of your  book . This is what we call the ‘elevator pitch’.

**3. Readers**

* The *Authority Guides* are aimed at business professionals and small business owners. To whom specifically within this group would your book be of interest?
* What problems will your book solve? What issues keep your target reader awake at night?
* Will your book contain case studies or interviews? If you had a Foreword to your book, who would write it, and why?
* How will your book change the world and how will it stand out from other books already out there?
* Please supply ten keywords or phrases that relate to the book, its subject and/or  its market.
* Why do people need a new book on this topic and how does your book meet that need?

**4. Content**

* Please attach a draft contents list. After each chapter heading, write a brief description of what will be included.
* Do you have any sample material? If you don’t, a short sample of your writing style, e.g. a blog post or article would be helpful.
* The average *Authority Guide* contains 15-20,000 words – how will you ensure that your book will fit into this word count? Do you have any infographics or tables you would like to include?
* When will the final, fully edited manuscript be ready? (Apart from a final copy-edit or line-edit, which we will do at SRA, the book will need to be delivered to us ready to go)

**5. About you**

* In your own words, what qualifies you to write this book?
* What is your area of expertise?
* How long have you worked in this area?
* Have you written any other books?
* What is your sales platform for the book? How can you reach the customers who are already engaging with you?   Examples of this could include a blog, or an email marketing list, or training sessions.
* What sort of support will you put behind the book’s promotion?
* Do you have a PR agent that you will be using or would you be willing to work with  SRA’s PR agent (fees will apply)?
* Is there any opportunity to include the book as part of your public speaking/training/workshops?
* How do you see the book helping to grow your profile and/or business?
* Who do you know who will help you sell the book?
* How else can you get the word out about your book?
* Are there any high profile people you know who could endorse the book on the back cover? They could be household names or experts in their field.

**6. Competition**

Please give some thought to other books in the market that might be on the same subject or similar subjects. Think about three books that cover the same subject matter as your proposed book. List their title, author, publisher and price and tell us:

* What you admire most about them
* What you will do differently and better