



**Eva Crane Trust**

**CONFIDENTIAL**

**BOOK PROPOSAL FORM**

|  |  |
|--|--|
| Name of proposed author(s)   |  |
| Title of previous publication(s):  |  |
| Relevant qualifications and experience   |  |
| Proposed title of new book:  |  |
| Write a short statement outlining the subject matter of the book.  |  |
| Will the book pages be black and white or full colour? Will photographs be included throughout or in a restricted section? |  |
| Book size, format (A4/A5, paperback, hardback etc.) and approximate page number.   |  |
| When is the complete book likely to be ready for printing / to go on sale?   |  |
| Who will be responsible for overseeing the preparation of the book?  |  |
| <b>MARKET</b>  |  |
| What are the primary and secondary markets for the book? Who is likely to buy it?  |  |

|  |  |
|--|--|
| Given the market, how many books do you predict will be sold in the first TWO years? How many per year in the longer term? |  |
| Name up to three unique or key selling points of the book.   |  |
| What similar books are available?  |  |
| Is this book a reprint, translation or new edition? How does it differ from previous editions?                             |  |
| Where or how would the books be advertised?  |  |
| Where or how will the books be sold?   |  |
| <b>APPROXIMATE COSTS</b>   |  |
| What will be the cost, if any, of writing of editing the text?   |  |
| What will be the cost, if any, of obtaining the illustrations?   |  |
| What will be the cost of other preparation, such as scanning/layout?   |  |
| Approximate printing cost to cover the predicted sales over two years  |  |
| Are there any other costs?   |  |

|   |  |
|---|--|
| Estimated total cost and cost per copy:                         |  |
| What selling price would be appropriate?                        |  |
| What profit is expected in the first two years and longer term? |  |
| Any other comments:   |  |

Name of proposer:

Date: