



**NO STARCH
PRESS**

Your Book Proposal

- **Description.** Describe your book. What makes it compelling and unique? Why will it make a difference?
- **Audience.** Who is your target audience and how will your book meet their needs? Who will buy your book and why?
- **Competition.** List any competing titles. How do they compare with your book? How will your work compete?
- **Market.** Discuss the market for your book. How is it changing? How large is it? How will your book meet its current and future needs?
- **Outline and schedule.** Provide a detailed outline of your book including parts, chapters, subheadings, illustrations, and any appendixes or additional material. Describe each chapter, focusing both on its content and fit within the book. Estimate the length of each chapter and your anticipated completion date.
- **Non-book features.** Will your book contain a CD-ROM or be supported by a web site? If so, what will these contain?
- **You.** Who are you? What are your goals in writing this book? Do you have any affiliations that will help us to market your book?

Please include your resume, vita, or a brief biography, as well as a writing sample, with your proposal. Also, list any previously published titles and their sales figures (if available).