# **VajraLogo_BW**

**Shambhala Publications**

# **Book Proposal**

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In order for us to give your proposal the attention it deserves, please try to include the following information.

### Book Title

**Author**

**Sales Handle**

Tell us what your book is in *one* sentence/clause.

### Readership

For whom is the book primarily written? What needs does it fulfill?

### Description

A concise overview of the book, including its main themes, topics addressed, scope, and approach. This should read like the book’s back cover copy and should be no more than a few paragraphs. (There will be an opportunity for more detail in the Chapter Outline section below.)

**Category**

In which bookstore category (or categories) does your book belong?

### Chapter Outline

A breakdown of chapters with a brief description of the topics to be covered in each one.

### Manuscript details

* How long do you anticipate the manuscript being (estimated word count)?
* Will it include photos/illustrations—and if so, how many?
* Will the book include practices, exercises, or reflections?
* When do you anticipate a complete draft will be available?
* Will you be reusing any previously published material (figures, illustrations, text) of your own or others? (Note that if we were to accept your manuscript for publication, you, the author, would be responsible for securing such permission and paying any fees required by the rights holders.)

### Market

### Comparative/Competitive Titles

Please provide the title, author, publisher, publication date, and list price of comparable books, or books that might compete directly for a reader’s attention—preferably ones that have been published in the last five years. How is your book like, or unlike, the other books? What advantages does your book have over the competition?

**Endorsements**

If you have received blurbs from any movers and shakers in the field you wish to publish into, please include them here. Be sure to provide the endorser’s primary credential that is relevant to your book.

## About the Author

(The fields below are interrelated and can be combined into one section if desired. Basically, we want to know why you are the best person to write this book and to gauge the size of your network.)

### Credentials

What training or experiences qualify you to write this book? Include your CV or resume if relevant.

### Platform

Give us an idea of your visibility and reach, including the number of unique visitors or subscribers to your blog, website, or newsletter; the number of likes/follows you have on social networks (Facebook, Twitter, Pinterest, YouTube, etc.); a list of talks you’ve given; any regular publications you contribute to; and your media contacts.

### Previous Titles

If you have been previously published, please give us the title, publisher (if not a traditional press—i.e., a self-publishing company—please specify), date of publication, and number of net sales to date. If the book is out of print, please cite that year as well.

### Contact details

Include your e-mail address, telephone number, postal address, and website if available.

### Sample material

Please include two sample chapters, along with the introduction, if applicable. This will help us to assess your style and level of writing.