2022
Proposal Form

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GENERAL INFORMATION

Click in each field and begin typing your answer. The tab button will move your cursor to the next field.

Name:

Email address:

Mailing address:

Phone number and time zone:

Short author bio and qualifications (current position, degrees earned, past professional experience, etc.):

A one-sentence description of your manuscript:

Estimated word count of final manuscript:

Proposed book titles: Please provide 2–3 title suggestions.

1.

2.

3.

Potential endorsers: Please provide at least four to five names and email addresses of individuals who might be interested in or willing to endorse your book after publication.  *If the project is approved, CPH may reach out to them for an endorsement.*

1. Name:       Email:

2. Name:       Email:

3. Name:       Email:

4. Name:       Email:

5. Name:       Email:

PUBLICITY / PROMOTIONAL INFORMATION

The following information will be reviewed by your editor and shared with the publishing committee. This is your opportunity to inspire confidence in your proposal and your ability to complete a book-length manuscript. We have included bullet points to help you think through the process. Sell yourself and your idea!

Additionally, if your book proposal is accepted and published, this information may be used in a variety of promotional efforts—back cover copy, cph.org, press releases, and the like.

1. In fifty words or less, describe your audience and why they will want your resource.

* Who is the audience? It is tempting to say “everyone,” but it is more effective for a book to be targeted to a specific group of readers.
* What problem(s) does your audience have and how will the manuscript being proposed assist them with solving their problem(s) (i.e., what is the purpose of the proposed book)?

Click in field and begin typing your answer.

2. In fifty words or less, describe the unique features and benefits of your product.

* What is the unique outlook, presentation, or argument of the proposed book?
* Are there charts, tables, graphs, easy-to-use lists, checklists, and the like?
* Look at the marketplace competition. What other available books treat the topic of your proposed book? How will your book be different?

Click in field and begin typing your answer.

3. How does this book offer a distinctly Lutheran perspective?

* Is this book Christ-centered and focused on God’s action?
* Do you discuss God’s Word and Sacrament? How?
* Do you draw on the themes from Luther’s Small Catechism? How?

Click in field and begin typing your answer.

4. How does this book offer a distinctly biblical perspective?

* Does the book touch on topics such as who God is and what He has done for us?
* Are the readers pointed to Scripture?

Click in field and begin typing your answer.

5. What else would you like to share about your proposed book? In two hundred words or less, please include any additional information about your resource that will be helpful in reviewing this proposal.

* What is the organization of the project and how does that support the purpose of the book? (Is it devotional, instructive, apologetic?)
* Why are you passionate about this subject?
* What condition is the manuscript in? When do you plan on writing? When do you anticipate the first draft will be completed?

Click in field and begin typing your answer.

6. Tell us about your current platform as a writer. For example, do you blog or do public speaking? How do you plan to promote this book personally? (Note: The Publicity and Marketing teams at CPH work in conjunction with authors to promote books. This question is for you to consider what ideas you have for how you can personally get the word out about your book within your own circle(s) of influence. This information will help CPH in planning publicity and promotional efforts on behalf of your book.)

* If you have a blog, how many engaged subscribers do you have?
* If you are active on social media, what platforms do you use and how many followers do you have?

Click in field and begin typing your answer.

**7. We are delighted you chose Concordia Publishing House as the potential publisher of your manuscript. Please share why you chose CPH to be your publishing partner.**

Click in field and begin typing your answer.

THANK YOU!

Thank you for taking the time to fill out this proposal form. The information you provided will be carefully reviewed by your editor and used to inspire confidence in your manuscript with the publishing committee.

**Ready to submit?**

When you're ready, please email the following items to Laura Lane, Managing Editor:

1. Completed proposal form
2. Writing sample from project
3. Detailed outline of proposed project

We look forward to exploring your proposal. Please note that all three documents are necessary for us to review your idea. Unfortunately, we are unable to review incomplete proposals. If we are interested in your project, you will receive a response within eight weeks.