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 that may be used for back cover copy and other promotional efforts:

Brief description of your manuscript:

Estimated word count of final manuscript:

Proposed book titles: Please provide 2–3 title suggestions. We will work collaboratively with the marketing department to choose a final title later in the process.

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. Our Author Support team will reach out to endorsers and coordinate the communication later in the editorial process.

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. We have included bullet points that may prompt your responses.

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

1. Describe your audience and why they will want your resource.

* Who are your readers? Consider what problem(s) your audience has and how your manuscript will assist them.

Click in field and begin typing your answer.

2. Describe the unique features and benefits of your product.

* What is the unique outlook, presentation, or argument of the proposed book compared to similar products currently available?
* Are there charts, tables, graphs, lists, checklists, and the like?
* How will your Lutheran perspective differentiate this book from other similar texts?

Click in field and begin typing your answer.

3. 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.

* Why are you passionate about this subject?
* What condition is the manuscript in? When do you plan on writing? If the manuscript is incomplete, when do you anticipate completing the first draft?

Click in field and begin typing your answer.

4. Tell us about your current platform as a professor and 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 with you to promote your book. Consider how you can personally help spread awareness of your book among colleagues, students, and former students. 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?
* If you are a frequent speaker, at which events and conferences are you scheduled to speak?

Click in field and begin typing your answer.

**5. Like many professors, you may have been approached by other publishers. 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.

Ready to submit?

Please email the following items to Laura Lane, Managing Editor:

* Completed proposal form
* Writing sample from project
* Detailed outline of proposed project