



Author Proposal

Prior to submitting materials to our office, we ask that you take some time to become aware of our unique publishing house and the niche we serve in this industry. You may find this information on our web page (www.nlpg.com) or through our catalog. No submission will be considered without the completion of this Author Proposal. If you have not heard back from us within 90 days of your submission, you can know that we are not able to partner with you on your current manuscript.

To help ensure a prompt response to your inquiry, please utilize the following author checklist:

- Author Proposal form included (please send *no portion* of your manuscript until it is requested)
- Proposal in line with our mission and based on the books in our catalog or our website. (Note that we do not print *personal stories* or *poetry*.)
- Submit this completed Author Proposal to the following email address: submissions@nlpg.com

CONTACT INFORMATION (If more than one author, list only information on primary author):

Name of author:

Home address:

Home/cell phone:

Primary e-mail address:

AUTHOR INFORMATION

Biography (Please tell us about yourself in 500 words or less).

PUBLISHING HISTORY

Please list any previously published books, magazine articles, or other published writing (including titles, publishers, and sales history).

ABOUT YOUR MANUSCRIPT

Working title:

Working subtitle:

Detailed table of contents:

Date manuscript is scheduled for completion:

Estimated word count:

Summarize and state the objective(s) of your book three times below within the confines of the word limit.

(Approximately 300 words):

(Approximately 100 words):

(Approximately 30 words):

DEFINING STATEMENT

Describe in one or two sentences what is unique about your manuscript. This is not necessarily a synopsis, but it should define the purpose and singularity of your work. (e.g., “Here is the most detailed analysis of all aspects of creation/evolution in one volume for the layperson.”)

FOREWORD and ENDORSEMENTS

Do you have contacts with any well-known personalities who would write a foreword or endorsement for your book? Please list the name(s) here and tell us of your association with these contacts.

TARGET AUDIENCE

What audience and application is your manuscript intended for? (Young children’s reference? Teen apologetics text? Homeschooling curriculum? Family resource? Adult church resource?) Please include how your manuscript will meet the specific needs of this particular audience.

COMPETITION

What other books have been published that are similar to your own, and how is your work different from them? Please seek out this information from online sources or through your local library.

TRADITIONAL MARKETING IDEAS AND PROMOTION

What ideas do you have for marketing your work? The publishing industry is a very competitive world. Why does the world need your book and how will we make people aware of your project? Do you already have any media connections that would help in publicizing your manuscript? (Have you written for any national publications? Have you appeared on television or spoken on radio? This is a partnership, and the author has to be willing and able to help in the promotion of his or her book.

ONLINE MARKETING SOURCES

In this highly competitive environment we find that authors play a vital role in the success of their books and must be active in reaching their audience. The online community is becoming one of the most important connections to people worldwide. Please provide information on online resources you currently utilize that could be developed for marketing purposes.

Social Media Marketing experts recommend that an author have or develop 1000 true fans (people who will buy anything you publish). How many true fans do you currently have? _____

- Website (personal/ministry related)
(web address) _____
- Blog (consistently blogging ____ x per month)
Number of subscribers to blog or email newsletter _____
(web address) _____
- Facebook URL & how many Facebook friends/likes _____
(consistently posting to FB ____ x per month)
(web address) _____
- Twitter URL & number of followers _____
(consistently posting to Twitter ____ x per month)
(web address) _____
- YouTube or Vimeo videos
Number of educational, inspirational, or instructional videos you have published _____
(web address) _____
(web address) _____
(web address) _____
- Other
(web address) _____

PLATFORM

If you pastor a church, head a ministry or organization, or are involved in an area of outreach that puts you in front of people, please include how many are in your audience and the scope of your involvement.

SCHEDULE of SPEAKING ENGAGEMENTS

Please give us an overview of your speaking events for any given year.

FUTURE BOOK IDEAS

Do you have any sequels or other projects planned that might connect your current project to a series?

AUTHOR SUMMARY

Discuss why you feel this work is critical for publication with New Leaf Publishing Group, focusing on our God-given mission, our history of publication, and our valuable customers.