

## 8-Step Wiley Business Proposal Plan

*The information you provide in your proposal is confidential for internal use and utilised by publishers, editorial, production, sales, marketing staff from first contact to the book's publication and beyond. Your willingness to respond in full, providing clear measures or data, will ensure Wiley have the information required to assess your proposal and manuscript and determine how we can work with you best to ensure success.*

### 1. Book summary

Prepare a brief summary of the book including:

- elevator pitch (100 words)
- key ideas/themes
- potential titles/subtitles

### 2. Target audience:

- Define your audience
- List their points
- What benefits/remedies will the book provide them

### 3. Sample material

Include:

- detailed outline of content
- estimated word count
- expected date of completion
- draft introduction/chapter/writing sample on the topic of the book

### 4. Competitive landscape

- How does your book differ from others on the market?
- What key ideas/strategies/approaches will challenge the status quo?
- What competitive books are on offer?
- Who are your competitive influencers?
- Who are your competitive media commentators?
- Who are your competitive thought leaders?
- Who are your competitive speakers?

## 5. About the Author

- Why are you the person to write this book?
- What makes you/your company the expert/leader in this field, what businesses/brands do you work with?
- What are your personal and professional objectives for writing a book and for working with Wiley i.e. what does success look like?
- Include a short bio.

## 6. Author platform

How many people are you in front of yearly? Describe the various facets of your platform, including:

- speaking
- consulting
- workshops
- training
- mentoring etc

## 7. Marketing/Promotion/Timing of release

- Describe your current marketing & PR strategy including social media
- How could this be harnessed to promote the book?
- Outline the key marketing opportunities for the book i.e. how would the book be positioned at the core of your business
- Is there an optimal schedule for release?

## 8. Sales

- a. How many books do you think you'll consume in your business in the first 12 months?
- b. How will you activate these books with your audience/clients.