



The Authority Guides is an imprint of SRA Books

Proposal for the *Authority Guides* series

Please tell us why your book should be an *Authority Guide*. The questions in this document are designed to help you.

Send your submission to Sue Richardson, sue@suerichardson.co.uk

1. Title

What would you choose as your working title and subtitle? For example, *The Authority Guide to Marketing your Business Book: 52 easy-to-follow tips from a book PR expert* or *The Authority Guide to Presenting and Public Speaking: How to deliver engaging and effective business presentations*

The title and subtitle should explain what the book is about and promise clear **outcomes** and **benefits** to the reader

- The Authority Guide to:
- Subtitle:

2. Overview

- How topical is the subject matter and why is now the right time to publish a book on the subject?
- Why is it relevant to the busy business professional?
- In under 30 words describe the key selling points and value proposition of your book. This is what we call the 'elevator pitch'.

3. Readers

- The *Authority Guides* are aimed at business professionals, leaders and owners. To whom specifically within this group would your book be of interest?

- What problems will your book solve? What issues keep your target reader awake at night?
- Will your book contain case studies or interviews? If you had a Foreword to your book, who would write it, and why?
- How will your book change the world and how will it stand out from other books already out there?
- Please supply ten keywords or phrases that relate to the book, its subject and/or its market.
- Why do people need a new book on this topic and how does your book meet that need?

4. Content

- Please attach a draft contents list. After each chapter heading, write a brief description of what will be included.
- Do you have any sample material? If you don't, a short sample of your writing style, e.g. a blog post or article would be helpful.
- The average *Authority Guide* contains 15-20,000 words – how will you ensure that your book will fit into this word count? Do you have any infographics or tables you would like to include?
- When will the final, fully edited manuscript be ready? (Apart from a final copy-edit or line-edit, which we will do at SRA, the book will need to be delivered to us ready to go)

5. About you

- In your own words, what qualifies you to write this book?
- What is your area of expertise?
- How long have you worked in this area?
- Have you written any other books?
- What is your sales platform for the book? How can you reach the customers who are already engaging with you? Examples of this could include a blog, or an email marketing list, or training sessions.
- What sort of support will you put behind the book's promotion?
- Do you have a PR agent that you will be using for your publication launch?

- Is there any opportunity to include the book as part of your public speaking/training/workshops?
- How do you see the book helping to grow your profile and/or business?
- Who do you know who will help you sell the book?
- How else can you get the word out about your book?
- Are there any high-profile people you know who could endorse the book on the back cover? They could be household names or experts in their field.

6. Competition

Please give some thought to other books in the market that might be on the same subject or similar subjects. Think about three books that cover the same subject matter as your proposed book. List their title, author, publisher and price and tell us:

- What you admire most about them?
- What you will do differently and better?

7. Partnership

We believe that when authors and publishers work together in a collaborative way bigger wins result for everyone. As your publisher we will be putting all our efforts into creating a great book with the highest production values. We will also be working hard to present your book to the wider global publishing world by representing you at book fairs in London, Frankfurt, Beijing and New York. This opens up opportunities for the rights to your book being bought by a foreign language publisher and an entry into new and diverse markets for your business.

We know that when an author perceives a genuine need and an opportunity for their business in having physical copies of books, that is when the magic of partnership works best. We therefore ask for a commitment from you as author to purchase a minimum 1000 copies of your book at a generous discount on the cover price. For further details please email Sue – sue@suerichardson.co.uk.

Together with you and your fellow authors in the series, we will endeavour to exploit all opportunities to help you widen your platform, your influence and your reach as an authority in your field. Please include in your pitch any ideas you can contribute to help us build awareness of the Authority Guide brand generally.