

# PBL Limited

Publishing & Book Distribution

P.O. Box 935

Ottumwa Iowa 52501-0935

## Book Proposal

The information you provide in this proposal will help us to understand exactly what sort of book you wish to publish, as well as the sales and marketing potential that exists for your manuscript. Answering these questions will also assist you in successfully completing and marketing your book.

### About You

Author's name: \_\_\_\_\_

Mailing address: \_\_\_\_\_  
\_\_\_\_\_

Telephone numbers: 

|      |
|------|
| Home |
| Work |
| Cell |
| Fax  |

Email address: \_\_\_\_\_

In 50 to 100 words, tell us about yourself. What makes you uniquely suited to write this book?

Why did you write (or why do you want to write) this book?

Please give us the name and contact information of one personal reference.

# About Your Book

Proposed title of book: \_\_\_\_\_

Category of book: \_\_\_\_\_

(e.g., poetry, novel, local history, art, essays, columns, family history, etc.)

In 50 to 100 words, tell us about your book.

Give an outline of what your book will cover, such as chapter titles (if appropriate).

How big is your book (in pages or in word count)? \_\_\_\_\_

Do you have or can you get the rights to reproduce any illustrations you intend to use in your book?

Where will you find these illustrations?

What other books are currently available which are similar to your book? Are there books which compete with your book? What is special and different about your book?

## About Selling Your Book

Most niche-market books are purchased because (1) the buyer knows the author or (2) the buyer is involved with or interested in the subject. Giving careful consideration to these questions will assist you in making your book successful.

Who do you expect to buy your book? What groups, clubs, organizations, or categories of people will be most interested in your book?

How will these people learn about your book?

What organizations or networks do you belong to which include people who will be interested in buying your book? (for instance, if your book is about the Civil War and you belong to a Civil War re-enactors' group)

What are the most likely sales outlets for your book?

List any contacts you have with news media outlets which might offer publicity or reviews for your book.

List any contacts with bookstores which might handle your book or host book signings for you.

List organizations which might help to promote or sell your book.

What sorts of publicity will you do to promote your book?

Are there special events or celebrations which would make it easier to sell your book?

When do you expect your work on your book to be completed? \_\_\_\_\_

What is your target date for having your book on sale? \_\_\_\_\_

Additional information or comments about you or your book:

PBL Limited is a commercial, royalty-paying publisher of niche-market fiction and non-fiction. While authors are under no obligation to buy copies of their books, they often find that the commercial success of their books is directly related to their own promotional efforts, including direct sales to readers.

Please print out and complete this form and send it via regular mail to: **LeAnn Lemberger, Acquisitions Editor, PBL Limited, P.O. Box 935, Ottumwa, Iowa, 52501-0935.** Include a self-addressed stamped envelope which is large enough to contain your materials, with sufficient postage to return it to you.