



Prospectus Guidelines

The following guideline will assist in focusing your thoughts about your book and provide the necessary information to Grace Acres Press for publishing consideration. Send the completed prospectus to Publisher, Grace Acres Press at the address below.

Section A – This Book

- 1.0 Working title. Submit one working title for your book. You may also submit additional suggestions for titles. The final decision on the final title and subtitle of the book lies with the publisher.
- 2.0 Identify objectives and main idea/key points of the book including tentative chapter titles and chapter synopses.
- 3.0 Audience. Identify the intended audience. Be specific, i.e., children ages 6-10 interested in sailing; women of faith ages 25-40 volunteering in church-based activities; real estate professionals focused on home sales in urban areas.
 - 3.1 Primary audience
 - 3.2 Secondary audience
- 4.0 Elements
 - 4.1 Quantity of double-spaced, typewritten pages of manuscript and/or words
 - 4.2 Types of special materials, tables, or figures included
 - 4.3 References cited, if applicable
 - 4.4 Resources recommended, if applicable
- 5.0 Author
 - 5.1 Rationale. Why are you writing this book? What need are you filling?
 - 5.2 Qualifications. Attach a résumé and/or vita. Explain your unique qualifications for this project.
- 6.0 List names, companies, titles and contact information of those people that will potentially write a foreword or provide endorsements for the book.
- 7.0 Timeline
 - 7.1 Completion of manuscript
 - 7.2 Availability for editing revisions

Section B – This Book in the Marketplace

- 1.0 Market analysis
 - 1.1 List competing or related book titles, including author and publisher. How is it similar? How will this book be different? Better? More valuable to the reader?
 - 1.2 Based on your research and analysis, answer the following questions. What is the recommended trim size (dimensions) and page count for your book? What is the recommended price point for this audience?

Section C - Marketing

1.0 Marketing is a cooperative venture between the author and the publisher. Anyone can publish a book. However, it is important that it sells. Identify actions that you will take to promote the sales of the book.

- 1.1 Organizations you will contact (local, professional, etc.),
- 1.2 Articles you will write (name the magazine or journal),
- 1.3 Conferences you will apply to, etc.
- 1.4 Seminars or workshops you will hold