

Youth Specialties
GUIDELINES FOR PRODUCT PROPOSALS

Youth Specialties publishes books, videos, CD-ROMs, and other products. For simplicity's sake, we'll use the word *book* to refer to whatever it is you're proposing. As you prepare your proposal please fill out all sections completely. Incomplete proposals will not be considered.

Section 1

Your name

Type it exactly as you would like it to appear on the cover and title page.

Information about yourself

Prepare an extended bio, including your—

- Address, telephone
- Present position
- Educational background
- Biographical information
- Previous publications
 - Websites/Magazines/Other media
 - Books: Title, publication date, and life to-date sales on any other of your books
- What qualifies you to write this book?

Your Marketing Opportunities

- A description of potential marketing channels to which you have access (e.g., contacts you have in key organizations, groups you speak to regularly, key people you know who might endorse your book, etc.)

Section 2

Description of the book

Describe the book and make a strong case for why the book must be created and published. Be sure to include:

- Tentative title of the book
 - Subtitle
 - Possible alternative titles
- 1 Sentence Hook
 - Give us 1 sentence that sells the book. In 1 sentence what's the hook, why would anyone want to put down \$15 bucks to buy this book? This is your one sentence pitch to the sales and marketing team.
- 1-2 Page Synopsis
 - What's your Focus/Purpose
 - Clarify the focus, purpose, and argument of the book.
 - What's your thesis?
 - What are you advocating, defending, or otherwise trying to achieve in the book?
 - The rationale for writing this book.
 - Why is the book needed?
- Target Market

- Who is the intended buyer of this book?
- Secondary Audience?
- Is the intended *end user* of the book different than the *buyer*?
- Table of contents
 - At this stage, of course, your table of contents is tentative. But you have at least a firm idea where the book is going. So give us—
 - Tentative chapter titles
 - A few paragraph that explains the focus and development of each chapter
- Sample chapters
 - Please include one or two sample chapters (Do not send any more than 2 chapters)
 - Tip: Pick your favorite/strongest chapter and send it in
 - If you have an intro worked out, include it
- Competitive Analysis
 - What are the other competing titles?
 - How will your book be superior to or different from them?
- Academic
 - Does the book have realistic potential for textbook adoption or as a required supplemental text in undergraduate- or graduate-level youth ministry courses?
 - If so, what courses?
- What will be the books unique contribution?
- Projected word length and completion date of the manuscript

As you write, remember that you're trying to sell us on a book idea. Give us a realistic, but positive description of what you propose. If you can't build a good case for why the book should be published, perhaps you should reconsider whether it's worth your time and effort to write it. (When possible please use short bullet points)

Incomplete proposals will be returned, responses will be generated within two months of receiving the proposal.

Please e-mail to
Jay@YouthSpecialties.com