Please read this document and answer all of the questions as completely as possible. Send the completed Word document to [proposals@broadstreetpublishing.com](mailto:proposals@broadstreetpublishing.com).

The purpose of this document is to define the sales opportunity for your book. Sections 1–6 will help us learn more about you, your book, and audience, and sections 7 and 9 will help us to determine if this project will provide a good return on the resources God has entrusted to you and us. (Section 8 suggests a strategy you can use to determine sales projections.)

**State of the Industry**

Fifteen years ago there were about 3,000 bookstores that would purchase books from Christian publishers. Consistent, large initial orders were common to meet demand. Since then:

* Amazon has become a formidable competitor to brick and mortar retailers.
* There is very limited space for Christian books at big box retailers like Walmart, reserved mostly for bestsellers.
* Barnes and Noble continues to post lower sales than for the comparable quarter in the previous year.
* Many stores have gone bankrupt or have closed, including Family Christian Stores in early 2017, which was a significant loss to the industry.
* About 1,000 Christian bookstores remain, including LifeWay (about 170 stores), Mardel (34), and about 250 independent stores affiliated with Parable, Munce, and Covenant marketing groups.
* The self-publishing industry has put hundreds of thousands of Christian living titles into the market.
* No publisher can create a best seller through marketing and distribution alone, making the author’s unique voice and platform a significant part of success.

Because of this, we desire to partner with authors who will *bake partnerships and sales into the content of their books* and *be the best sales people and purchasers of their own book*—to coincide with our sales and marketing efforts in the U.S. and abroad. We believe the message God’s given to you is worth hearing, and therefore, worth wise planning. We hope to have a long relationship with our authors, and the best way to a next book is to make this book a success.

**Your Next Steps**

This worksheet will help us answer the following questions:

1. Would you and we be good long-term publishing partners? (We expect you are considering this question as well.)
2. Are we the right publisher that can support your book’s message with passion and excellence? How does your book:
   * resonate with your audience and what they care about?
   * play off your expertise (you are seen as a reputable resource for the topic) and help focus and grow your platform?
   * connect with/promote other organizations/ministries so that they see your book as a resource and marketing tool for their cause (this helps to bake sales into the content of the book)
   * attract an impulse buy at retail
   * appeal to a faith-based audience
3. Will the book sell enough copies to recoup our initial investment (about $40,000) and be profitable for both you and us? *Note:* *If the projected number of sales is too much in question and you have resources available, you can also offer to purchase 5,000 copies within the first year (you’d need to sell about 2,140 books to recoup your investment), which allows us to move forward with the publishing process.*

After you turn in this plan, the process will be:

1. Pre-evaluation of your book sales plan. The acquisitions editor will work with you to make this presentation to our acquisitions team the best it can be.
2. Full acquisitions team review. If yes,
3. Call with author. If yes,
4. Deal points and contract. If yes,
5. Author welcome call, manuscript development, and process to publish and sell your book.

Please reach out to [proposals@broadstreetpublishing.com](mailto:proposals@broadstreetpublishing.com) with any questions about this information we are requesting. This exercise will make a significant difference in the quality of your book and the quantity of sales for you.

Instructions: Fill in the shaded boxes below. If needed, additional bullets will appear when you hit return on your computer.

**1. Title options** that are positive and provide an attractive, memorable hook.



**2. Subtitle options** that offer a promise or primary benefit to the reader.



**3. Engaging sales copy** that describes what the book is about and how the reader will benefit from reading the book.Review the following links for various examples. Click on the back cover image to see how the text is formatted.

* [Biography](https://www.amazon.com/Building-Hope-Happens-Changes-Accomplish/dp/1424552877)
* [Biography](https://www.amazon.com/Millennial-Orphan-Trust-Struggle-Stronger/dp/1424551927)
* [Christian Living](https://www.amazon.com/Jesus-Now-God-Something-Big/dp/1424553105)
* [Christian Living](https://www.amazon.com/Transformed-Pillars-Legacy-Minded-Man/dp/1424552672)
* [Devotional](https://www.amazon.com/Point-Me-Jesus-Devotions-Children/dp/1424550947)

Use the four sections below to create your own book description:

* **Short, attention-getting headline**. Provide a short, engaging header statement that captures a primary message of the book and gets a purchaser’s attention (2–8 words).

* **The problem or felt need**. State the problem the book addresses so readers recognize an issue they or someone they know have and their immediate need for the book. For biographies, include an appealing synopsis of the story and why that story should matter to the reader (3-7 sentences).

* **Value statements/key selling points**. Create 3–5 statements that share the key promises of the book (solutions to problems, what readers will learn, how they will benefit, why the book is for a reader or someone they know, etc.).
* **Hopeful closer**. Provide a hopeful closing statement for the reader to see the end result of reading your book (1–2 sentences).

**4. Table of contents**

Please list potential chapters with creative titles (next to the numbers) and a short description (one or two sentences) of the content in each chapter (next to the bullet underneath).



**5. Audience**

Who is the primary audience for your book? Be specific. Who will be the most interested in your book? Also list a secondary audience.

* (primary)
* (secondary)

List the title and author of three comparable books in the market:



**6. Your author bio**

* + Short bio (*40-60 words*):

* + Optional: Long bio (whatever length you want)

**7. Current author platform information**

Please provide specific details about:

* any previous books you have written and published (include sales numbers)
* your current platform, including social media following, email list, subscriptions, etc.
* how many speaking events in the last 12 months, including the total number of attendees

**8. Create book feedback and sales inquiry letter**

This section will help you explore and open up opportunities *before* you start writing your book so your book provides a good return on investment for both author and publisher. Below is a suggested strategy and script to send to people and organizations you feel may promote and purchase your book.

To prepare for the sales inquiry letter, create a short promotional sheet (like a slimmed down proposal) from the information you have compiled in sections 1–4 above, which will give potential supporters a meaningful summary of your book. Then:

1. inquire of potential supporters to gain valuable feedback for content development and sales possibilities (as specific as possible).
2. quantify projected sales numerically.

Below is suggested text for communication with potential promoters/supporters. Customize as needed.

Hi \_\_\_,

I’d like to tell you about a great opportunity and ask for your advice.

I’m excited to announce that I’m exploring a book with a publisher. Please see the attached promotional sheet to learn more about the book.

We’re still working on the details, but the publisher asked me to reach out to potential supporters and request the following:

* + Your feedback and advice on the content of this book. Do you have any suggestions on the content so that it resonates with the felt need you perceive in the market? What could I add or change to make this book a valuable resource for you, as if it was your resource to promote your cause and meet the needs of your audience?
  + Ways you feel you may be able to support this book, including endorsing, promoting, purchasing copies of the book, and providing speaking opportunities if you have any events coming up that would fit the content of the book. Would you be interested in individual or bulk sales at a great discount? If yes, can you make a projection of any kind? The publisher has asked me for specific numbers.

Any feedback you can provide within the next two weeks would be greatly appreciated. I want to make this book a success and am grateful for any advice and support you can provide.

If you don’t hear from them after five days, don’t hesitate to forward the original email with this short text before it:

I just wanted to make sure you received this email. I would deeply appreciate any advice and support you are able to provide. Thanks for considering.

After you’ve heard from these potential supporters/organizations, complete the sales projection worksheet in Section 9 below. Dig a little deeper with your inquiries when you’re talking with potential supporters so that you can quantify what “we’ll help you promote/sell your book” specifically means.

**9. Complete sales projection worksheet to identify publishing partners and influencers and quantify sales projections**

In the author sales projection chart on the last page, please list all publishing partners and influencers who may *endorse, purchase, promote,* and *invite*. Begin with how many books you personally plan to purchase initially and within the first year. Brainstorm and be as specific as possible to quantify each opportunity or commitment numerically. Please try to account for 5,000 copies of books. Questions to consider for the project chart include:

**1. Who will endorse?**

* On the cover, inside the book, and/or in marketing materials

**2. Who will purchase?**

* For a store
* For a resource (ministry, education, church, business, media)
* For donors (as a gift)
* For a special event

**3. Who will promote you and your book and how?**

* To their email list
* To their followers on blogs and social media platforms
* In their store
* In their magazine/newsletter
* At their church
* In their business

**4. Who will invite you?**

* To keynote or speak at an event
* To do a media interview

**SAMPLE ENTRIES**

|  |  |  |
| --- | --- | --- |
| **ORGANIZATION / PERSON** | **DESCRIPTION OF SUPPORT** | **BOOKS SOLD**  **(Account for 5,000)** |
| World Vision | They want to purchase 500 copies at a discount to give to their top donors. They will also put the book on their website as a resource and make it a recommended resource on their monthly email mailing out to 750,000 people. | 500 guaranteed  Website traffic reaches 65k unique visitors/month  Email list of 750k. 49% open rate. |
| Covenant Church | They host a conference every year with about 1,000 in attendance. I will be a featured speaker. They agreed to purchase as a discount and put a free copy in their gift bag for the participants. They also want to start a Bible study using the book as a resource. | Estimate 1,000 copies purchase for conference attendees’ gift bag  Bible study averages 25 people per session |
| Joe Famous | Joe will send out a picture meme of my book when published and will also write an endorsement | 400k Twitter followers  250k Instagram  219k Facebook |

**Author Sales Projection**

|  |  |  |
| --- | --- | --- |
| **ORGANIZATION / SUPPORTER** | **DESCRIPTION OF SUPPORT** | **BOOKS**  **(Try to account for 5,000)** |
| Author | How many you plan to purchase initially and within the first 12 months |  |
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