

BroadStreet

P U B L I S H I N G

Dear prospective BroadStreet Publishing author,

Thank you for your interest in publishing with us. We believe the message God has given you is worth hearing and therefore worth wise planning. For this reason, we ask that you please carefully read and complete this document as thoroughly as possible. It will significantly impact the quality of your book and its potential sales.

- Sections 1–7 help us learn more about you, your book, and your audience.
- Sections 8–10 help us determine the sales potential of this project.
- **Proposals without a completed Author Sales Projection Worksheet (found on page 6 of this document) will not be considered for acquisition.**

Kindly return the completed Word document to proposals@broadstreetpublishing.com.

Sincerely,
Acquisitions Team
BroadStreet Publishing, LLC

Please fill in the boxes below.

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. Create your own book description using the exercises below:

- **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.).
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- **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 and a short description (one or two sentences) of the content in each chapter.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

- 7.
- 8.
- 9.
- 10.

5. Book format

- Projected number of words:
- Desired page count:
- Format (paperback, hardcover, faux leather):

6. 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 audience:
- Secondary audience:

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

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-
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7. Your preferred contact information

- Mailing address:
- Email address:
- Phone number:

Agent contact information (if applicable)

- Mailing address:
- Email address:
- Phone number:

8. Your author bio

- Short bio (40–60 words):

- Optional: Long bio (no suggested word count)

9. Current author platform information

Please provide details about:

- any previous books you have written and published (include sales numbers)
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- your current platform, including social media following, email list, etc.
 -
- your speaking events in the last 12 months, including the number of attendees
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10. Complete the Author Sales Projection Worksheet

Instructions appear on the following page.

ATTENTION:

Please carefully read the instructions in this document before completing the Author Sales Projection Worksheet on the following page, or we will kindly request that you recomplete it.

The purpose of this worksheet is to help you identify partners and influencers who will support your book, to specify *how* they will support the book (whether that's an endorsement, a bulk purchase, a promotional email to their subscribers, a social media post, an invitation to speak, etc.), and to numerically quantify an estimated number of books sold as a result of their support. Be sure to also include an estimate of the number of books you personally plan to purchase within the first year. We understand these are estimates, not commitments.

The questions below will help guide you in identifying and qualifying your opportunities. Please do not answer the questions using subsequent bullets but incorporate them into the worksheet on page 2. Review the worksheet's sample entries shaded in blue for reference.

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 social media followers
 - In their store
 - On their podcast or show
 - 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 or podcast interview

Author Sales Projection Worksheet

Please note that the rows shaded in blue are sample entries for reference.
You may add additional rows as needed.

Organization / Supporter	Description of Support	Estimated Number of Books Sold
World Vision	They want to purchase 500 copies at a discount to gift to their top donors. They will also feature the book on their website's resources page and promote it as recommended reading in their monthly newsletters to email subscribers.	<ul style="list-style-type: none"> • 500 guaranteed • Website traffic reaches 65k unique visitors/month • Email list of 750k. • 49% open rate.
Covenant Church	I am a featured speaker at their annual conference with about 1,000 in attendance. They agreed to purchase 1,000 books to place in gift bags for attendees. They also want to start a Bible study and use the book as a resource.	<ul style="list-style-type: none"> • Estimate 1,000 copies • Bible study averages 25 people per session
Joe Famous	Joe will write an endorsement and post a graphic of my book's cover upon publication.	<ul style="list-style-type: none"> • 400k Twitter followers • 250k Instagram • 219k Facebook
You, the author	How many books do you plan to purchase within the first 12 months of the release date?	