**NEW HOLLAND SUBMISSION QUESTIONS**

Your answers to the below questions will allow New Holland publishers to understand your project and its potential fit with our publishing program.

**Please include all of the following information:**

Contact Information

**Name**:

**Mailing Address**

**Mobile Phone**:

**Work Phone**:

**Email Address**:

**Social Media Handles**:

**Book Concept:**

**Proposed Title**:

**Elevator Pitch (one sentence)**:

**What is the basic idea of the book you are proposing?**

**What is your background in the Field? (Author Bio)**

**What are the reasons to believe in this project? What about the subject matter will draw readers?**

**Why are you the right person to write this book?**

**Who is your target reader?**

**Size, age, level of organisation, etc.**

**Who is the market?**

**What is the demographic?**

**What are the benefits and features?**

**What does the reader gain from reading your book?**

**What is the important message?**

**Does it solve a problem?**

**Why are you writing this book?**

**What is your goal?**

**What are your desired specs for the project?**

**Do you have a trim size or page count in mind?**

**Proposed table of contents or outline:**

INTRO

CHAPTERS:

**How will you organise the information in your work?**

**Approximate word count:** **What is your estimated word count for the project?**

**Images: How many images or illustrations do you plan to include**?

**Please send at least 4–6 high- resolution, print-ready samples for review.**

**Marketing and Competition:**

**Whom do you see as your competition?**

**How is your idea different?** (**What separates this from other offerings? Why is it unique?)**

**Have you authored other books?**

**Did you receive any reviews or endorsements?**

**Who will help you promote and sell your book?**

**What organisations, clubs, guilds, or other groups are you involved with?**

**Have you done media before ? If so where.**

**If not how do you think you would go on TV or Radio?**

**What do you think is easier to promote you or your book ?**

**How many people follow your work?**

**Who are your followers and how do they follow you?**

**How does the book get into your business plan, brand, and sales strategy?**

**Do you plan on selling copies of your own book?**

**If so, where? List trade shows, conferences, website(s), etc.**

**Are you a house hold name in your field of what you want to write in ?**

**Reach:**

**Where do you see your book being reviewed, marketed, and sold?**

**How many do you see your book selling and why?**

**Why did you choose to submit your project to New Holland?**

**Do you have an understanding about how publishing works ?**