

Technology Book Proposal Format: 3-5 pages

Title:	Title of the book
Subtitle:	Subtitle if any
Author:	Author's name
Need for this book:	Explain why your intended audience will be looking for your book on your topic.
Product/Topic Description:	Briefly describe your topic in non-technical terms. Explain why your topic/product is important in the market.
Book Description:	Explain how your book solves the need for the book. In simple and clear terms describe the contents, including 3-4 main topics you intend to cover. Explain how your book is designed and why it will sell many copies.
Audience Profile:	Describe your primary and secondary audience and projected size of audience
Table of Contents:	Include an outline of your book including these elements: introduction, chapter headings, subheads and appendices.
Competition:	List 3 competing books published or announced on your subject including title, author, and publisher. Include brief explanation of why your book is better or unique.
Estimated Final Page Count and Schedule	How many pages will the book have
Marketing:	List your marketing presence: speaking, writing, web presence, training, etc. and how you can help to promote your book.
Author Biography:	In 1-2 paragraphs list why you are best suited to write this book on this topic, including your profession, writing credits, created, invented, and professional societies, awards or honors.