

# **Book Proposal QUESTIONNAIRE**

**Prospective Author:** Please complete and return with your book proposal to:

ctinfo@ctpub.com

**or**

C&T Publishing  
Attn: Acquisitions Editor  
1651 Challenge Drive  
Concord CA 94520  
(925) 677-0377

## **ABOUT YOU**

Your full name:

Your name as it should appear on the book cover:

Home address, home phone, and cell phone:

Business name, address, and phone:

Email address(es):

Please list your website, blog, numbers of addresses in contact lists, and any other online or social media address(es). Please include relevant social media handles and any available audience numbers (such as the number of followers.)

Describe your online brand and engagement strategy:

How do you prefer that C&T staff contacts you—phone or email?

Your primary occupation(s):

Academic degree(s):

Provide a short autobiography (approximately 100 words) that includes your length of experience as an artist and any special qualifications you have. Tell us why you are the perfect person to write this book and any special qualifications you have that support your claim.

Prizes, awards and/or honors you have received related to your book topic:

Are you an active member of any professional quilting, sewing, mixed media or fiber art organizations?

List the title, publisher, and publication date, of any books you've written or contributed to—include how many copies sold over what period of time:

List any related print or online published articles you've written or contributed to:

List any print or online publications in which you or your designs, techniques or projects have appeared or been featured:

Do you teach classes related to your art? If so, please indicate how frequently you teach and whether the venue is local, national, international, or online.

Do you have a website on which you will be selling your book, and do you plan to sell your book directly to consumers at shows or teaching opportunities? If so, please indicate approximately how many books you anticipate selling directly to your consumers over the first year of publication.

List any reservations or concerns you might have about teaching, speaking in public, and/or appearing in the media (print, TV, radio, web):

How would you plan to promote your book in the first 3 months? First year? First 3 years?

## **ABOUT YOUR BOOK PROPOSAL**

Working title of your book:

Write a concise statement about the subject of your book, including the major concepts to be presented:

Have you published these specific concepts before? If so, where?

Has any of the artwork in this proposal been published, or is it scheduled to appear anywhere? If so, where?

Are your concepts currently available to artists in any other form—such as video, television, internet, printed patterns?

What are the numbers of pages, illustrations, and photos that you envision for your book?

As you envision your book, does it require pattern pieces that are larger than an average book page? Paper pattern sheets are approximately 29" x 19" and print on both sides. How many pattern sheets will your book require?

Who is the target audience(s) for your book?

List the top three themes or ideas you want to communicate to your audience(s):

What makes your book similar to other comparable books already on the market?

What makes your book different from other comparable books already on the market?

What would you tell prospective buyers that will make them want to buy your book?

Does your book feature any companion tools, templates or other related products that you would like us to explore the possibility of manufacturing or distributing?

Attach your proposed Table of Contents for this book.

Attach a sample chapter that illustrates your writing style.

Attach a complete set of step-by-step instructions for a sample project or technique.

Attach photos and/or illustrations of your work, as well as any stage of your design development process that is applicable.