

Product Proposal QUESTIONNAIRE

Please complete and return with your product proposal to:

C&T Publishing
Attn: Betsy LaHonta
1651 Challenge Drive
Concord CA 94520
BetsyL@ctpub.com

ABOUT YOUR PROPOSAL

Working title of your product:

Write a concise statement about the nature of your product:

Are you currently selling the product?

If yes, give specific details on where it is manufactured, sales history, current pricing and availability.

Has information about this product been published, or is it scheduled to appear anywhere? If so, where?

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

What type of packaging do you envision for your product?

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

What would this product cost?

How many would you purchase to resell of this product each year?

List the top three uses for this product that you want to communicate to your audience(s):

How is your product similar to comparable products on the market?

By comparable, consider if a consumer wanted to purchase something similar, what they would likely buy. Provide links to a minimum of two comparable products.

How is your product different from the comparable products?

Do you teach classes related to your proposed product? If so, where, and how frequently?

List at least three of the product's key selling points:

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

ABOUT YOU

Your full name:

Home address:

Phone number(s):

Business name, address, and phone numbers (if different from above):

Email address(es):

Website, blog, or other online social media address(es) and number of followers for each:

Your primary occupation(s):

Academic degrees:

Provide a short statement (approximately 50 words) about yourself including any special qualifications:

Top prizes, awards and/or honors you have received:

Are you an active member of any professional organizations?

List the titles, dates, and publishers of any other products or books you've written or contributed to:

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

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