

ATD Book Proposal Template

Completing this template carefully and clearly will help us evaluate whether your proposed book aligns with our current or future publishing plans. Please make sure you review the [submission guidelines](#) prior to working on and submitting your proposal.

Book Basics

1. Proposed title(s) and subtitle(s):

2. Description:

3. Provide a two-to-three-sentence “sales-oriented” summary of the book:

4. Include the reader-focused objectives of the work (e.g. “To help training managers make better outsourcing decisions”):

5. Please include the following as separate attachments when you submit your proposal:
 - Outline of table of contents
 - At least one sample chapter from this book

Audience

6. Explain the target audience:
7. How does the book help advance the profession?
8. Does the book fit into the [ATD Capability Model](#)? Please elaborate.

About the Author(s)

9. Explain your interest in and experience with the book topic. What makes you the ideal author for this book?
10. How often do you speak and/or train in the intended market? Estimate the number of potential unique contacts from these events. Provide a list of all speaking and training events for the coming year.
11. Do you teach professional or college-level courses? If so, please provide information about the courses you teach and the institution(s) where you teach. Do you have any possible leads to have your book adopted as a textbook? If so, please elaborate.
12. Are you a member of any professional associations or similar groups? If so, please name them and talk about your level of involvement. Do you have any contacts or special relationships that might benefit the sales of your book? If so, please elaborate.
13. Do you regularly provide content for magazines or online publications? If so, what are those publications? Please send examples of articles authored by you that have appeared in local, national, or international media.
14. Describe the size and reach of your social media presence and following. Include the links to your profiles and any groups you manage.
15. Do you publish a client newsletter? If so, how many unique contacts are on the list of recipients? How often do you send it out?
16. Do you have a list of likely "high-profile" individuals who might endorse your book or be interested in receiving a copy of your completed book? If so, who are they?
17. List any previous non-ATD works you have published and provide details on their performance (e.g. first-year and lifetime sales, consumption, exposure):

Competitive Landscape

18. What makes this book unique from other ATD and competitor offerings?

19. What other books has ATD published that relate to or compete with this book?

20. What non-ATD books relate to or compete with this book?

Other Considerations

21. When do you plan on having the manuscript ready?

22. Proposed length of book. Please provide estimated word count:

23. Will the book contain illustrations? Please elaborate.

24. If the book gets published, how many author copies do you plan on buying from ATD initially (0-12 months)?

25. Please provide details on what you plan to do with your author copies:

26. Other notes or comments: