



# From Pipedream to Proposal

FIND OUT...

- Does my book have legs?
- Does my book have a wow factor?
- Is there a market for my idea?
- Will it sell?
- What am I going to write about?
- How will I publish it?
- And much more...



Summertime  
Publishing



Springtime  
Books

# Thank you for asking for this document

If you work through the questions and answer them thoroughly, it will help you to ensure you have thought of everything before you leap into the wonderful, exciting, profile-raising world of publishing.

Go through this document and complete it carefully. Only when you have an answer for every question will you know you have planned your book thoroughly. If you do find you have lots of gaps in your knowledge, that's absolutely fine. We are here to help.

With this document, you can:

- Use it to help you focus and get on track with your book
- Send it to us for our appraisal and pay £50
- Send it to us for appraisal with a sample of your writing of between 1500-3000 words, receiving an edit with comments on your work, and pay £250.

Once we have completed both these, and if you think you might like to work with us, we will arrange a Skype or face-to-face meeting with you, after which we will be happy to provide you with a quotation for the services you require. There is no charge for this meeting.

Any information you provide will only be used to respond to your submission and for no other purpose. We will delete your details once our business has been concluded.

Good luck!



**Jo Parfitt**

Summertime Publishing

Springtime Books

# Getting focused

If you can describe your book succinctly this will prove it has focus. Every author needs to be able to describe their book in a single sentence. Keep this in mind as you write below:

What, in a general sense, is your book about? (maximum 200 words).



The image shows two circular logos side-by-side. The left logo is light blue and features a stylized bird in flight above the text 'Summertime Publishing'. The right logo is light green and features a stylized bird in flight above the text 'Springtime Books'.

What is your book like? A tips book? A workbook? A text book? An autobiography? It is important you know its genre and can name other books that are similar.

To check your book has focus, you need to describe it in one sentence. Please do so here.

What shape or size do you expect it to be? (Square, pocket-sized, A5, large format.)

How many pages is your book likely to be?

Do you want softback (paperback), hard back, flexibound (half way between softback and hardback), spiral or Canadian bound (that's a spiral with a cover flapped over it so it has a spine)? Or do you just want to publish a digital version? For Kindle or iBooks? Kobo? Nook? Or just a PDF?



# The Author

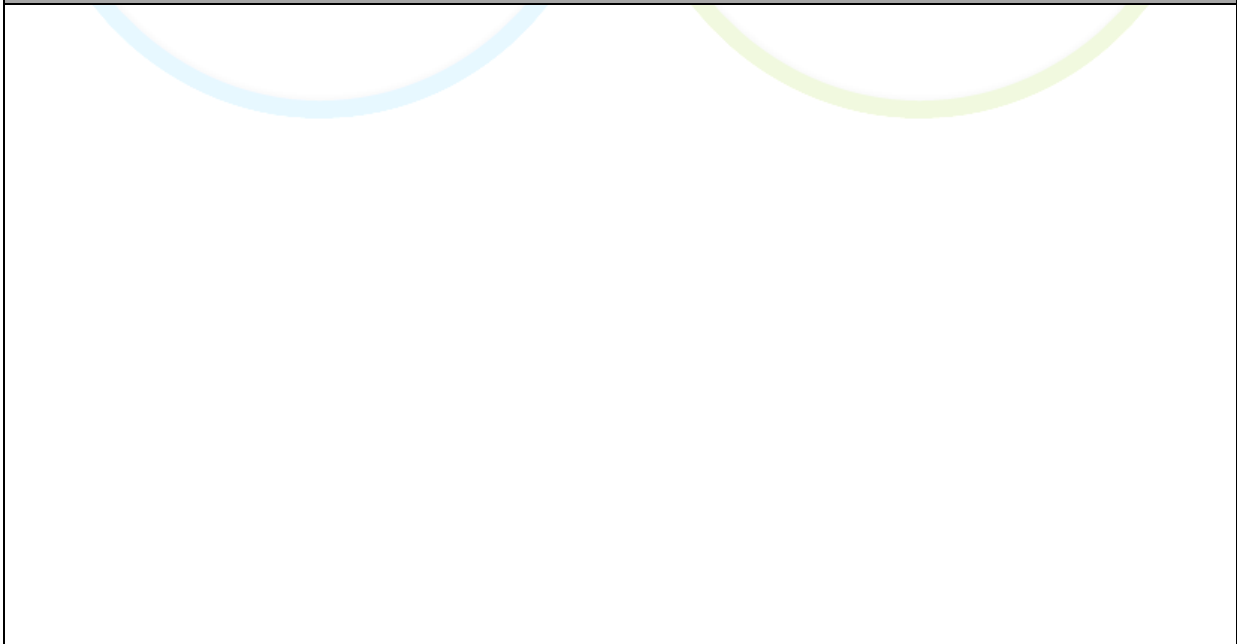
What qualifies you to be the author of this particular book? Do you have the authority to write on this topic? Have you 'been there, done that and got the tee-shirt'? How come you know so much about the topic?



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Can you write in a readable, accessible way? How do you know? Have you been published before? Do you like long words, short sentences, lots of sub-headings?



Have you written, spoken or researched this subject before? Please explain.

Your book will need a biography of you. What will you mention in yours? Will you be able to provide a professional photograph? Links to your website, blog, Twitter feed and Facebook pages?

The logo for Summertime Publishing features a light blue circular outline. Inside the circle, there is a stylized blue bird in flight, positioned above the text "Summertime Publishing" which is written in a blue, serif font.

Summertime  
Publishing

The logo for Springtime Books features a light green circular outline. Inside the circle, there is a stylized green bird in flight, positioned above the text "Springtime Books" which is written in a green, serif font.

Springtime  
Books

# Marketing Potential

People search online using keywords. What keywords do you want to have in your book's title and subtitle?

What idea(s) do you have for a subtitle? Often, the title grabs attention but the subtitle explains what the book is really about, maybe in more detail. Readers are attracted to titles and subtitles that make promises: *10 Ways to Lose Weight Fast*, *Learn Karate in a Weekend*, *Bounce Back from Divorce*.



What makes your book different? What is its 'WOW' factor?



On which shelf in a library or bookshop would you expect to see your book? (Self-help, sport, biography, business...)

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Which publishers are already publishing work similar to yours?

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Which other authors are already producing books similar to yours?

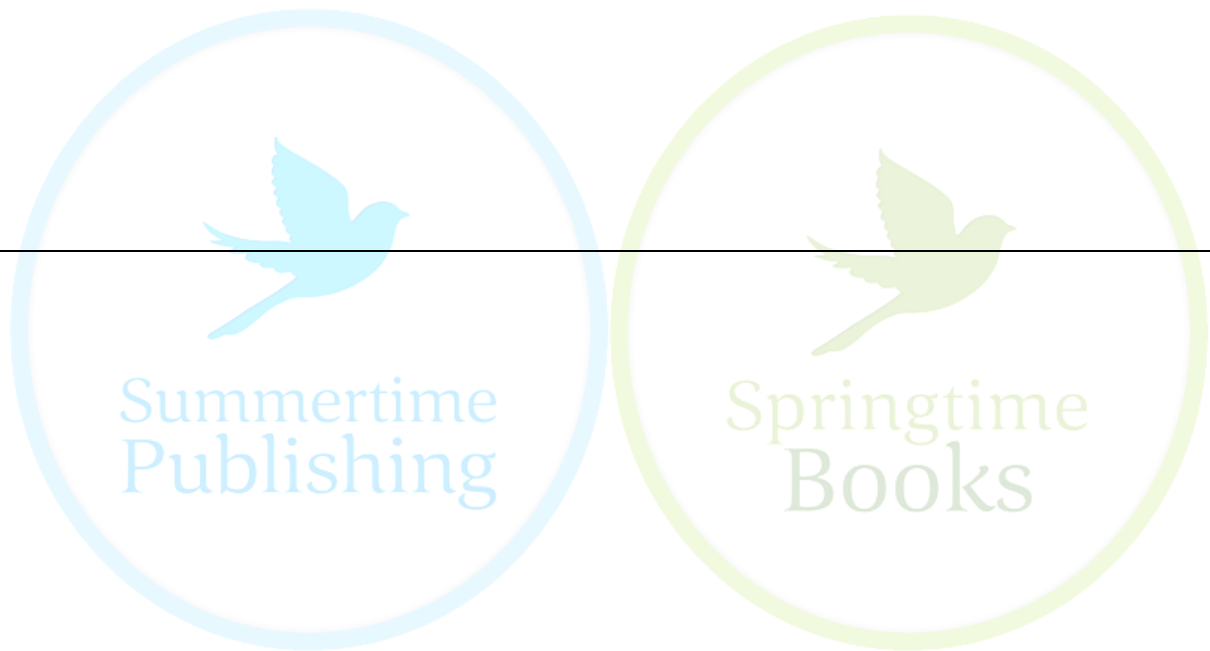
 
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As far as you know, which books will be in competition with yours?

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What does your book do that is better or different from those books that are in competition with yours?




# Social Media

If you want people to buy your book you need to make sure they find out about it. And where do people look for stuff these days? Online. What are you going to do about your online presence? If you key your name or your book title into Google or another search engine right now, how many times do you, your company or your book appear on the first five pages of Google?

--

List the names of your websites below:

 
--

Savvy authors find people who are interested in their book long before the book is published. You want to whet their appetite for your book and make them desperate for it to be published. Ideally, you need to have a blog and a website of the same name as your book with at least 1,000 visitors a month before the book is out. What is your blog name? How often do you write it and how many monthly visitors do you have?

--

Savvy authors have a Twitter account for their book. What is your book's Twitter name?

--

Savvy authors have a Facebook page for their book. What is your Facebook page URL and how many Likes do you have?

--

Which online magazines do you already subscribe to and which do you think would like a piece about you or book when it is out?

Which blogs do you read and comment on regularly and that you know would be happy to post a review of your book when it is out or have you to guestpost?



# Getting Published

Do you want to attract a publisher? (If NO, please skip the subsequent four questions.)

If so, what do you know about advances, royalties and expected returns?

Do you plan to approach a publisher direct or use an agent? Will you approach with a letter first or will you send a whole or partial synopsis and proposal?



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Do you know how to prepare a synopsis, marketing summary and proposal?

Where do you plan to look for lists of agents and publishers? How will you ascertain which ones are most likely to be interested in your book?

# Self-Publishing

Have you considered self-publishing your book? Do you understand the implications of this or do you need some advice? (If this is not an option for you please skip the subsequent 5 questions.)

Do you understand the implications of the following:

	Yes	No
Becoming a publisher (including ISBNs, distribution, printing, marketing etc)?	<input type="checkbox"/>	<input type="checkbox"/>
Using a virtual online book publishing company such as Amazon's CreateSpace, Authorhouse or iUniverse?	<input type="checkbox"/>	<input type="checkbox"/>
Using a local printing company and self-publishing small numbers of books digitally as Print on Demand?	<input type="checkbox"/>	<input type="checkbox"/>
Using a printing company and self-publishing larger numbers of books (more than 1000) lithographically?	<input type="checkbox"/>	<input type="checkbox"/>
Using a partner publisher, such as Summertime Publishing or Springtime Books, so that you have help every step of the way and receive a royalty of up to 60%?	<input type="checkbox"/>	<input type="checkbox"/>



# Planning and Writing

Non-fiction books are usually between 4 and 12 chapters. What might your chapter headings be?



Have you thought about content for each of your chapters and mind mapped or otherwise drafted a plan for them?

Have you considered calling in other guest writers to contribute part or entire chapters? If so, whom might you ask?

Have you thought of conducting a survey before you write your book, finally? Surveys provide statistics that give your book more weight. What survey could you conduct? How might you circulate it? Would you use Survey Monkey?

Is your book going to have case studies? Or personal anecdotes? Or both? Case studies and personal anecdotes help to illustrate the points you are trying to make. Who would you write about?





Are you confident that you know how to write a compelling story? Write one here, that illustrates the type of point you would like to make in your book, if you would like us to assess whether you do so effectively.



Do you need to interview any specific people or types of people before you start? If so, who?


Are you going to write about your own life in your book? True stories give your book authenticity and make the reader feel he knows you. Which of your stories could you incorporate in your book?



Who might you quote in your book? Expert opinions give your book more weight. Which books, articles, authors, speakers or experts would you like to include in some way? If you do this you will need to speak to at least 10 experts. List some here:

How will you source these quotes? Will you find them online? Contact people you already know or ask for referrals?

Is your book going to have exercises? What sort of exercises and how many do you envisage? It is important to keep your book balanced. Will you describe the steps in prose, numbered steps or include lots of blank lines for the reader to write on? Make some notes below:



Books have more value when they have an appendix and a bibliography. What would you put in yours?

--

Your book might need an index. Do you want one?

--

Are you going to have any illustrations? If so, what type? Photographs, line drawings, cartoons, graphs?

--

Do you need an illustrator? Do you know what they charge?

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# Marketing

Who do you think will buy your book? What is your market? How big is it? How do you know?

Presuming you will also be trying to sell your book yourself, how are you intending to do this? Blog? Website? By speaking at events? Author signings? A virtual book tour? A book launch party? Will you produce a Book Trailer video? List your routes to market here:

Which editors of magazines or newspapers might be interested in your 'story' or the 'story of your book'?

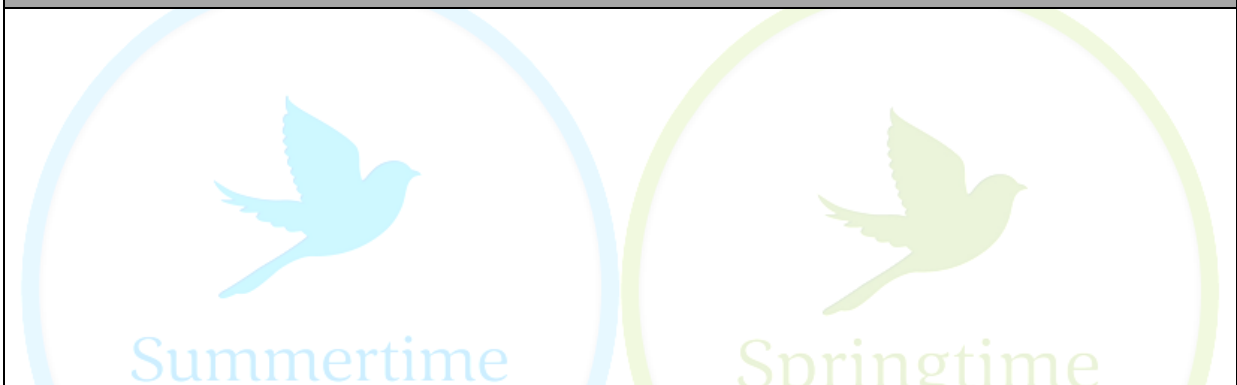
Do you know any famous or important people who could write a foreword to your book? Name them here:



Which famous or important people do you know who could write reviews of your book for the back cover?

Which companies might like to buy your book in bulk and brand it with their logo?

What other ideas do you have for other books in the future that might complement this one?



Providing free articles is a great way to get free publicity for your book. What articles could you write and for which markets?

It is always good to have a book launch party after the book is published and showing as available in online bookstores, which can be up to a month after publication. Don't book your party until it goes to press! Where will you have your book launch party? Who will you invite to be your MC and which local publications will you invite to attend?

Where will you find people to whom you can send review copies of your book and who will then agree to post reviews on Goodreads, Amazon and their blogs? Can you name influential people you know already?



You will want to produce a press release about the book and send it out as soon as the book shows as available on Amazon. What publications will you send it to and how will you locate additional ones? It is always more effective to send releases individually to a named editor.



# Timeframes and Process

Self-publishers – you need to allow a month for design, at least a month for editing and a month for the book to show live on online bookstores. When would you expect to have a first draft ready?

Most books need to be edited and proof read three times at least. Are you prepared for the time and money this will take and also the time you will need to check and make changes between drafts?

Who do you know who does not understand your subject well and who could comment on your work before it is finalised?

How much do you think design and layout may cost you? People really do judge a book by its cover. Many designers charge a few hundred pounds for the cover and then £2.50 or more per page.

By what date would you like to have your book in your hand?

**If you would like Jo Parfitt at Summertime Publishing to appraise your book idea and manuscript this is how you do it:**

- Complete Pipedream to Proposal, ensuring you answer all the questions as thoroughly as possible. If you already have a proposal prepared and it answers many of the questions, then attach it and simply write MS (this means manuscript) as your answer to any corresponding questions, which are answered there.
- Attach a sample of your work if you have it and would like us to look at it.
- Send your submission to Jo Parfitt at [jo@summertimepublishing.com](mailto:jo@summertimepublishing.com).

- Wait to hear from us – usually less than two weeks.

**When we have looked at your manuscript idea this is what we will send you:**

- Comments on your content, market, general idea, feasibility and ways forward. If you attach a sample of your writing then we will also comment on your style.
- Your manuscript, which will have been edited in Word with Track Changes on so that you can see what we would change. You will also see our comments.
- An invitation to set up a Skype or face-to-face meeting to discuss ways forward with us.

**What we will charge:**

The fee for appraising your manuscript and this document is £250, which includes an appraisal of up to 3,000 words of your writing, sent please, as an attachment. To appraise this document alone, without a sample of your writing, costs just £50.

**And after that:**

If you would like Jo, Jane, Jack and the team to continue working with you and your book idea until it is complete then we will agree a timescale that suits us all.

