

LIBRARIES UNLIMITED**Project Proposal Memo**

Date:

Project Summary

Title and subtitle: A working title is fine.

Author: Name and bio, about 100 words. Please include publishing experience/professional awards. (Your CV is helpful but not a substitute for this brief bio.)

Keynote: One line summing up the content. (Your “elevator pitch.”)

Purpose Statement: 200–300 words on the intent of the work, who it is for, why it is needed, and why are you the person to write it. Imagine you’re writing jacket copy that supplies the who/what/why/where/when/how and sells the book to a librarian or reader.

Primary Audience: Identify the specific audiences and kinds of readers for this work (e.g., reference libraries, youth services coordinators, medical librarians in academic and/or medical center libraries, directors of large urban libraries, emerging technology librarians) and comment on the value of this work to these specific readers.

Selling Points/Benefits/Objectives: 3–6 bulleted items that explain what benefits users will derive from the work. Be sure to make clear how and why the book will be important to librarians and information specialists.

Timing: What is the timeliness of the topic or approach for the reader?

MS Length: Total word count or page count for planned manuscript.

MS Due Date: When you will submit the manuscript. Keep in mind whether you will be writing the entire manuscript yourself or recruiting contributors.

Book Details

Organization/Table of Contents/Outline: Chapter titles, plus no more than 1-2 sentences that describe the content of each chapter.

Market Assessment

Competition and Comparisons: List at least five books that are similar or related to your proposed project. Include author name, book title, year, publisher, length, and price, then briefly—in 1 or 2 sentences—explain how your book is different/better. (Please do not say, “My book has no competition.”)