

PITCH GUIDELINES (ideas as shared by Don Loney, Sr. Editor Wiley, retired)

Book Overview: Summarize the content (one paragraph).

Timeliness: Why is your topic timely? How does it respond to interest and need?

Purpose & Use: What is the purpose of publishing this content. What will the end-user be able to do, or do differently, as a result of reading and acting upon the ideas?

Knowledge Base: Is the book based on a model, theory, research, case studies, or experience?

Audience: What are the primary and secondary audiences for this book, including discipline/industry, job title, level and institutional affiliation? What aspects of the book will appeal most to these audiences?

- *Textbook use:* Does your book have the potential to be adopted as a textbook (and in which courses)?
- *International sales:* Will your book appeal to international readers? Does the book include any case studies/examples from non-US organizations (and if so, which organizations/countries)? Are there particular territories outside North America (i.e., UK, Europe, Aus/NZ, Asia Pacific) where your book will have a presence?

Competition: List the most comparable books in this subject area and describe how your book complements or differs from them. Be realistic; it's more helpful to provide a list of true competitors in the subject area as opposed to big bestsellers.

Authorship: Provide a summary of the author's experience and knowledge base. Include previous publications, organizational affiliations, client lists, and any international consulting or speaking activity, if applicable. If your organization could be considered an author, include a profile.

Speaking: How often and where do you currently speak, train, teach or consult on this or similar topics (include conferences, workshops, webinars, etc.)? Who and how large are your audiences? Provide a complete list of recent and upcoming speaking engagements. Are you a member of a speaker's bureau and if so, which one (s)?

Network: Which professional associations, groups, networks, foundations or organizations do you belong to that might be interested in supporting or promoting your book, and what is their approximate membership? What is their make-up and membership size?

Online Reach: Do you and/or your organization have a website, e-newsletter, blog (including Twitter and Facebook) or e-mail list that may be used to promote the book? How many people can you reach through each of these methods?

Publicity: Would you consider hiring a publicist or publicity firm? Do you have any personal connections with the media or do you write a regular column in a publication?

Purchases: Would you, your organization, sponsors or any organizations profiled in the book consider buying copies in bulk for resale or promotion (special discounts apply)?

Wiley has focused on Business Books and did over 1.8 billion last year. Who said publishing was dead? These tips and questions work for self publishing too.

Courtesy Bob 'Idea Man' Hooey www.ideaman.net, www.SuccessPublications.ca