



North Atlantic Books

Proposal Questions for North Atlantic Books

For our acquisitions team to fully assess your manuscript and our ability to support you as an author, please answer the following prompts to the best of your ability. Submit a full proposal packet as a .docx or .pdf file via Submittable.

We look forward to reviewing your work.

1. **COVER LETTER:** Include the following:
 - a. **Pitch:** In one or two sentences, why should readers pick up your book?
 - b. Why do you want to publish with NAB, and why should the book be published?
 - c. 300 word statement describing the book's narrative arc, the problem being addressed, and the unique offer the book is making.
 - d. 100 word author bio, written in third person.

2. **MANUSCRIPT SPECS:** Tell us the manuscript word count, the estimated date of completion and the amount of text already written, and a bit about your writing process (for example, is this your first time writing?)
 - a. **Word count:** 50-60k words for a trade book and 70-80k words for more professional texts.
 - b. **Writing experience:** Did you work with a writing group or a book doula? Did you have beta readers?

c. **Estimated date of completion:** When will you be able to turn in a final draft, complete with references?

3. **ABOUT THE AUTHOR:** Include the following information, in detail:

a. **Education and career:** How does your work experience make you qualified to write this book? (Share specific places of education/employment, as relevant. Include accreditations, honors, etc.)

b. **Relevant lived experience:** How does your lived experience make you qualified?

c. **Online network:** Include links to any relevant social media platforms, websites, or other places you are active. Include data and metrics about audience engagement.

d. **Offline network:** What individuals and organizations are you directly affiliated with? Who might support your book with an endorsement, organizational bulk buys, or by sharing it directly with their network? Be specific about how these individuals and organizations could support your work.

e. **Publicity history:** Share links to articles, videos, podcasts, books, and other media, digital or traditional, that you created or that feature your work. Share any journals or publications with whom you have an existing relationship or that might have a vested interest in your book.

f. **Speaking history:** If relevant, share how many times annually you speak or teach, where you speak, and how large the audience typically is. Share links if available.

4. **AUDIENCE AND MARKET:** Answer the following questions:

a. **Readership:** Imagine your ideal readership. Who is the primary, secondary, and tertiary intended audience? Be specific about demographics, goals, struggles, assumptions they might have, and reading habits. How will your book meet the needs of your audience?

- b. **Competitive and comparative analysis:** What books are similar to your book, and how is yours different? Why is it important to publish your book now? What makes your book stand out from other similar titles? Avoid the most well-known or popular books in your genre or subject area; for example, not every book can be compared to *The Body Keeps the Score* or *Daring Greatly*. Provide the title, author's first and last name, ISBN, price, publisher, and publication date.
 - c. **Promotion:** Saturated market conditions mean that nonfiction publishers rely on engaged authors to help reach readers. How do you intend to promote your book, before and after launch?
5. **MANUSCRIPT AND SAMPLES:** Include the following in the body of the proposal or as separate files. Any images should be attached as individual .jpg, .png, or .pdf files.
- a. **Table of contents** that includes all subheads and a brief chapter summary.
 - b. **1-3 sample chapters**, not including the book's introduction. Be sure that your writing samples include the core components of the book. For example, if your book includes sequential descriptions of an exercise, or guided meditations, or short case studies, your samples should reflect this.
 - c. Detailed description of desired **image program** for the book, as well as image samples for every type of image the book will include. (For example, photographs, illustrations, and infographics are three different types of images.) Images must directly support the book's narrative.
 - d. A list of any excerpts that require **permissions**, such as poetry, lyrics, or images. Authors are responsible for obtaining (and possibly paying for) permission to use such excerpts in the book. We do not assume fair use for poetry or lyrics.