

## **Manuscript Proposal Form**

Morning Star Publishing is committed to publishing fine titles in a variety of areas. The success of the publication is a joint venture between publisher and author. We recognise that while the author is the primary source of the manuscript, and the publisher is the primary source of the finished product, this is a joint venture where both author and publisher have roles to play that are connected and complementary.

We care about the marketing process. Marketing is the way we make your book visible and available to the intended audience. We have links with the bookselling trade and various media outlets, and we promote our books through media releases, e-marketing and the distribution of review copies.

Your co-operation with us in this marketing process is essential to the success of your book. In order to help our team publish and market your book successfully, please fill out the following questionnaire, which will clarify your intentions as an author, and help us to establish your audience.

Please fill out and return with accompanying documents to Amanda McKenna, Morning Star Publishing, at [amanda@morningstarpublishing.net.au](mailto:amanda@morningstarpublishing.net.au). Any questions about this form can also be sent to Amanda at this email address.

*Print and send or email to*

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### **1. General information**

**Title of manuscript:**

**Word count:**

**Full name of author(s)/editor(s):**

**Address(es):**

**Phone number(s):**

**Email(s):**

**Date(s) of Birth:**

(Please note that the date of birth is required by the Australian National Library for its Cataloguing-in-Publication data, but it is not essential.)

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## **2. Manuscript**

### **2.1 Contents and synopsis**

#### **2.1.1 Completed manuscript**

Please send with this marketing proposal a single electronic Word file containing:

- Synopsis
- Table of contents
- Introduction
- Chapter 1 and a second sample chapter from the middle of your book.

(You do not need to do this if you have already been asked to send your entire manuscript to Morning Star Publishing.)

#### **2.1.2 Incomplete manuscript**

If your manuscript is not completed, at what stage is it and when is it scheduled for completion?

Please send with this marketing proposal a single electronic Word file containing:

- Synopsis
- Table of contents

### **2.2 Book description**

To provide a basis for the blurb, list one or more categories under which your book would be listed and write 50 to 100 words outlining each of the following:

- a statement of the book's aims
- its special merits

### **2.3 Images**

Please indicate whether your book contains any of these images, and the approximate number of each:

- Black and white photographs (note: Morning Star only publishes in black and white)
- Maps
- Diagrams
- Other

Please note that the preparation of all images is the author's financial responsibility, and these need to be of a standard suitable for publication. However, we can arrange for certain illustrations such as maps and diagrams to be drawn for you at your expense. Please let us know if you anticipate needing help in this area.

#### ***2.4 Index***

Indexes are the author's financial responsibility. However, please let us know if you will need us to find an indexer for you.

#### ***2.5 Copyright permission***

Have you obtained permission for any material used in your book that is covered by copyright laws? Material requiring copyright includes poetry, diagrams from published sources and photographs downloaded from the internet.

#### ***2.6 Potential readership***

Construct a profile of the reader likely to be interested in your proposed book. (Books intended for educational use should include subject range, relevance to available curricula, level and method of use. Where possible this should be completed on a state-by-state basis.)

#### ***2.7 Competition***

Please list any other books that may compete (in whole or in part) with yours, making a specific comparison of your book with each of the others. If possible provide author, title, publisher and year of publication.

#### ***2.8 Summary***

Please summarise the essence of your book in two or three lines.

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### **3. Biographical sketch**

Please provide a brief biographical account, including your qualifications for writing this book.

### ***3.1 Previous publications***

Has this book been published before?

Please list any of your books or articles not published by us. (Please note that there is no need to list articles published in academic journals. We are more interested in articles you have written for a general readership.)

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## **4. Author contacts**

### ***4.1 Press reviews***

We shall send copies of your book to newspapers, journals, radio and TV programs likely to review it, but please list any contacts that you know of that you think especially important, particularly specialist and local papers which we might overlook (add names of editors if known). This is very important, as we use this information to publicise your book.

### ***4.2 Evaluation copies***

Books intended for school/college use require copies to be sent to key personnel for evaluation. We maintain files of all appropriate information channels, but obviously your specialist knowledge brings you into contact with educators most interested in your subject. Please list any area you consider essential and include contacts where available.

### ***4.3 Special markets***

Are there any areas both here and overseas where you are well known or your book will be particularly welcomed?

Are there any specialist societies, associations, clubs or similar bodies whose members could be contacted? (Please give an up-to-date contact name where possible)

Have you any suggestion where we may advertise your book to best advantage?

Are there any forthcoming events/conferences etc. where we may negotiate for displays of your book?

#### ***4.4 Overseas publishers***

Do you have any contacts with publishers in Britain, the US or elsewhere? Is your book likely to be of interest in a particular country, and if so why?

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### **5. Marketing and sales**

#### ***5.1 Endorsements***

Do you have any endorsements for your book?

#### ***5.2 Online presence***

An author's online presence (e.g. website, blog, social media accounts) plays a critical role in the marketing and publicity of their book. Do you currently have an online presence, and if so, how might you be able to use it to market your book?

#### ***5.3 Speaking engagements***

Are you invited to give lectures and/or do you have the opportunity for speaking engagements? If so, please provide details.

#### ***5.4 Quantity sales***

Please list any organisations that might be interested in buying bulk copies of your book.

### **6. Sponsorship and funding**

Please list any ideas that you have regarding potential sponsorship for your book.

#### ***6.1 Author copies***

How many copies of your book are you interested in purchasing at an author's discount for your own distribution?

- 20
- 50
- 100
- Other

**7. Any other comments?**

List here any other comments you would like to add.