## Why this book? (What is the need that this book fills? What’s the ‘pitch’?)

## What does the book cover? (And what not?)

## What’s your evidence-base? (What’s the basis for the claims in the book?)

## Who’s the audience? (Who will buy it, and why?)

## What will they leave with? (How will they be changed?)

## Why you? (What’s your relevant experience and background?)

## How does the audience know you? (What’s your name recognition with them?)

## What is the competition? (What else has been written on this topic?)

## How does this differ? (Why is this an advance on what’s been written?)

## What’s your tentative outline? (What are the proposed chapters and what will each cover?)

## What’s your tentative title?(We’ll work with you on this)

## What’s your writing experience? (What else have you written?)

## Attach or provide pointers to samples of your writing.

Your Name:

Your email:

Your contact phone:

Forward this document to ldapress@ldaccelerator.com