



**chemicalpublishing**  
C O M P A N Y

## Author Submission Form

If you have a manuscript you'd like to submit for possible publication, please complete the form below. The questions in this form are designed to give us some basic information about you and your idea. Please be as thorough as possible when answering the questions.

When submitting this form, also include a separate file with a table of contents.

Please include the following in the table of contents:

1. Tentative title of book
2. Parts Headings with short description of what will be covered in each part
3. Chapter titles with short description of what will be covered in each chapter
4. Estimated page counts for each chapter

When complete, submit both to:

Heather Carr

Editor

Chemical Publishing Co., Inc.

P.O. Box 676, Revere, Ma 02151

### I. Book Details

Specifications

Title:

Author name and company affiliation:

Estimated Page Count:

Proposed author submission dates:

Initial chapter:

25%:

50%:

75%:

100%:

### B. Contents

Please describe your book in 150 words or so, listing the main points of interest. Talk about the contents, its teaching/reference style, and how this book fits into the overall market as you see it, looking at competition in the market. Also, please include 5 bullet points (a dozen words or less) that focus on the highlights of the book and benefits to the reader.

### C. Topic Background

1. Please provide a brief, but detailed background of the topic:
2. Please provide a brief, but detailed background of the market/industry:
3. How big is your market? How many people do you think would purchase this book?

### D. Key Features

Describe the selling points of this book. What makes it unique-- what is its niche in the marketplace?

### E. Coverage of New Topics (if applicable)

What new industry topics or trends does this book touch upon? List them even if only one chapter addresses them.

## II. Audience and Marketing Information

### A. Define and Describe Audience/Market

1. What minimum knowledge must readers have?
2. How would you classify them? Non-professional? Professional?
3. Write a paragraph that describes who your audience is and what assumptions you are making about them.

### B. Market Size

1. How many people are in this market?
2. How many of those people do you feel buy books?

## III. Competition

#### A. Competition Listing

For each competing title list:

Title:

ISBN:

Page Count:

P u b l i s h e r:

Author:

Pub Date:

Brief summary of how this title addresses the topic and compares to your book.

### IV. Marketing Information

#### A. Market Potential for Title

We realize these will be approximate numbers. Do some research and make some assumptions, but please give your opinion on the questions below.

1. What is the estimated market size for the book?
2. How many people have the product?
3. How many of those people buy books?
4. What is their skill level?

#### B. Publicity and Promotion

1. Do you have any ideas about publicizing and promoting this book? If so, please describe them so we can incorporate them into our publicity plans.
2. Do you have a speaking schedule for the next two years? If so, please include a list of the cities and dates when you will be traveling so that we may better promote your book at these events.
3. Do you know of any key people, organizations, corporations, newsletters, catalogs, trade associations, or trade journals that might be interested in promoting or selling your book? If so, please provide addresses, contact names, and/or sample copies, if you can.
4. Are there products that you can see your book bundled with and/or companies that might be interested in buying your book to use as a premium ( for example, purchasing the book in quantity to give away to their customers, clients or employees)? If so, please list these products and/or companies so that we may contact them about potential bundled or bulk sales.
5. Do you write articles or a regular column for any publications? If so, which ones?

### V. Author Information

1. Please provide a short bio describing your professional experience. Be very specific, pointing out in particular the experience that makes you the right author to write this book.
2. Have you published other books and/or articles? If so, please list the titles and the names of the publishers (if there are many, list a few of the most recent).