**Catholic Truth Society – New Project Proposal Form**

Thank you for your interest in publishing with the Catholic Truth Society. This proposal form asks for information we need to make an initial determination of the suitability of your book for the CTS publishing line, as well as its sales potential. Please fill it out as completely as possible and save the file as an MSWord or PDF file with the name ‘CTS Proposal Form [YOUR SURNAME] [submission date]’. All proposal forms should be submitted with a short covering email to Victoria Seed ([v.seed@ctsbooks.org](mailto:v.seed@ctsbooks.org)). Please submit only one proposal form at a time unless you agree with us in advance to consider multiple projects. Please DO NOT send your manuscript or sample chapters unless we request them.

**Personal Details**

**1. NAME AND CONTACT DETAILS OF AUTHOR/S OR EDITOR/S** *(primary contact first, if multiple.)*

Name:

Phone/Mobile: Email:

Please indicate clearly (preferably by highlighting the box next to your choice) your relationship to the text.

□ I am the sole author/editor of the proposed book.

□ I am the primary contact, and have given details of my co-author/s or co-editor/s if relevant.

(Note: There is a place to list contributors to edited editions below; contact details need only be supplied here for anyone co-submitting this proposal.)

□ I am submitting this proposal on behalf of someone else, and have supplied their details.

**2. PRESENT APPOINTMENT/S & BACKGROUND**

Please provide or attach a short biographical note or CV, including your current position, other relevant professional activities, memberships, posts held, etc. Please also provide details of any other relevant publications and writing experience, and indicate if you have previously published with CTS.

**The Book**

**3. WORKING TITLE**

**4. CATEGORY**

Please indicate where the proposed book fits in the CTS publishing lines. Please choose only ONE.

□ Biography □ CTS Kids & Young People □ Living the Faith □ Prayer & Spirituality

□ Sacraments & Ministry □ Understanding the Catholic Faith □ Other \_\_\_\_\_\_\_\_\_\_\_\_

**5. DESCRIPTION OF PROJECT**

Please supply the following information

a. Brief description of the book: in 250 words or fewer describe what your book is about and why you wrote it.

b. USP: in 150 words or fewer tell us what the *unique selling point* of your book is. Why is it special?

c. Proposed list of contents. Please give us a detailed summary of your book, including chapter titles and sub headings if known. (This may be attached as a separate document if you prefer.)

**6. CONTRIBUTORS**

If an edited collection is planned, please supply likely contributor’s names and affiliations.

**7. Format**

a. What type of book are you proposing? Please select ONE.

□ A6 booklet (traditional CTS rack size; 10-12k words)

□ CTS Signature book (larger than an A6 booklet, a bit smaller than an A5 book; 15k words and up.)

□ Large children’s picture book (A4 or similar)

□ Small children’s picture book (A5 or similar)

□ Display or ‘coffee table’ book

□ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

b. Approximate word count or number of double-spaced A4 pages (12pt font), or approximate number of pages as printed (for children’s picture books or image-rich display books).

c. Approximate number of photographs or illustrations:

□ I can supply the necessary photographs or illustrations

□ Photographs or illustrations would need to be supplied or commissioned by CTS

**8. SCHEDULE**

Please indicate your current progress on your proposed title.

□ I have written the book and can provide sample chapters or a complete draft immediately upon request.

□ I have begun writing and can provide a sample chapter immediately if requested to do so.

* I can commit to submitting a completed manuscript by (dd/mm/yy) if my proposal is accepted.

□ I have not yet begun writing.

* I can commit to submitting a completed manuscript by (dd/mm/yy) if my proposal is accepted.

**READERSHIP AND MARKETING**

**9. AUDIENCE**

In 250 words or fewer, please tell us about your target audience: who will be interested in reading your book? What about it will appeal to them, grab their attention, and make it stand out from any similar publications? Please think about whether your book will appeal to a people in a specific country or region, people of a particular age or background, or in a particular state of life, and tell us about it.

**10. MARKETING**

The minimum sales required to reach break-even point for most CTS publications is 1200 non-discounted copies. Keeping this in mind, do you have a position or any connections (persons or organisations) that will help to put your book in the hands of its intended audience? Who might be willing to endorsement it, promote it on social media or a website, or place a bulk order? Please give details of how you would be able to contribute to marketing your work.

**11. ADDITIONAL INFORMATION**

Please include any additional comments that may be useful in deciding on the viability of this proposal.