# https://lh4.googleusercontent.com/YAkJn7VqqmAS8Vv8-JktR7RmdchyEDaNQUZSWUg3c1E1rKm9PSRoZwMP1pBLNrGNZ_sdrzO83F1Kg_RJHQis9STLyEw8TN12v56np9ZB7Qmwb_WAsfmGdxKFLcSFMUnIe-5ZJczX **BOOK TITLE:**

***Subtitle:***

# **AUTHOR:**



# **ABOUT THE AUTHOR**

In order for us to write your author bio we need a few details. Please remember that your answers should be ***relevant*** to the book. Your bio helps sell the book so please *only* include *relevant* information:

|  |  |
| --- | --- |
| Full name |  |
| What is your job title? |  |
| What is the name of the organisation you work for? |  |
| What is your skillset (as relevant to the book)? | E.g. Full Stack Web Development |
| In which industry do you work? | E.g. Telecom |
|  |  |
| What University degree do you have? |  |
| What professional qualifications do you have? | E.g. MVP, Oracle certified |
| PLease detail your *relevant* work history |  |
|  |  |
| *Relevant* projects you have worked on: |  |
| 1 |  |
| 2 |  |
| 3 |  |
|  |  |
| Would you like to include your social media details (optional)? |  |

# **Can you recommend a good technical reviewer for your book?**

[INSERT HERE: *Name & Contact details*]

# PART ONE: BACKGROUND RESEARCH

# **TARGET AUDIENCE**

Describe your target reader: what you assume about their knowledge of the topic, related topics, and technical topics generally; why they want to learn the technology; what will they want to do with it?

***Answer the following****:*

Who is your audience?

|  |  |
| --- | --- |
| 1 | [Insert a general description of your audience here] |
| 2 | [What knowledge can we assume?] |

What is important to them?

|  |  |
| --- | --- |
| 1 | [INSERT HERE: What is the key problem/issue your audience is dealing with?] |
| 2 | [INSERT HERE: List 3 of the challenges your audience faces |
| 3 | [INSERT HERE: What are the need-to-know features?] |

# **COMPETITIVE BOOK TITLES**

What is unique about your book? You will need to look on Amazon at books that have been well-received – what are the top three market leading books that your book will compete with? Examine the description, table of contents and book reviews.

**List the books here**:

|  |  |
| --- | --- |
| 1 | [INSERT HERE: Competitor 1] |
| 2 | [INSERT HERE: Competitor 2] |
| 3 | [INSERT HERE: Competitor 3] |

# 

Please ensure that you have looked at the **description**, **table of contents** and **book reviews** for each of these books.

PART TWO: BOOK OVERVIEW

# **OVERVIEW**

The long description is the device we use to describe the book on Amazon. Writing it is fairly systematic. Please answer the following questions using only one sentence.

|  |  |  |
| --- | --- | --- |
| **TEMPLATE** | **EXAMPLE: Book: Learn Python Programming** | **Your turn...** |
| Explain / Introduce the tech | Python is an extremely flexible and powerful programming language |  |
| Why would a developer want to learn it? | It can be applied to many developer task areas |  |
| Why should they buy this book? | Learn Python is a comprehensive introduction for those who are new to the Python programming language - you will be up-to-speed and writing code in no time. | [**BOOK**] is a comprehensive introduction for those who are new to [**X**], that will have you up-to-speed in no time. |
| Product approach | Complete with hands-on tutorials, projects and self-assessment questions, this easy-to-follow guide will teach you the foundations of Python programming. | Complete with hands-on tutorials, projects and self-assessment questions, this easy-to-follow guide will teach you [**Topic or Solution**] |
| Product Breakdown: In 2 sentences, describe the “journey” the book takes the reader on. Look at your section headings for help | You'll learn how to write programs, build websites, and work with data by harnessing Python's powerful data science libraries. Filled with real-world examples, the book covers applications such as web development, game development and data science, and concludes by building real-world projects. | You'll learn how to  The book covers |
| By the end of this book you will... | By the end of this book you will know how to manipulate Python to achieve real-world results. | By the end of this book you will know how to … |
| Anything else you would like to add? |  |  |

# 

# **LEARNING OUTCOME - WHAT WILL THE READER LEARN AND DO?**

Decide what the key learning objectives will be for your book. List them below:

Consider any competing books; in particular the **description**, **table of contents** and **book reviews**.

|  |  |
| --- | --- |
| 1 | [INSERT HERE] |
| 2 | [INSERT HERE] |
| 3 | [INSERT HERE] |
| 4 | [INSERT HERE] |
| 5 | [INSERT HERE] |

PART THREE: BOOK STRUCTURE

Using your **overview**, and **learning outcomes** now decide on the structure of your book? What are your start and end points?

# **GENERAL STRUCTURE**

**Divide the book into approximately 3 parts**. The **learning outcomes** you listed previously will help to inform these. These “parts” are a group of chapters that work toward the same goal. Each part will consist of 3-5 chapters. For example: A book on Building Machine Learning Systems with Python might be split into 5 parts as follows: “The Basics”; “Book Learning”; “Numbers, Forecasts and Recommendations”; “Sound and Vision” and finally, “Practical Matters”.

**WRITE YOUR PART HEADINGS BELOW:**

|  |  |
| --- | --- |
| 1 | [*Insert your* *part header here*] |
| 2 | [*Insert your* *part header here*] |
| 3 | [*Insert your* *part header here*] |

# **CHAPTER OUTLINE**

**Each chapter should have a clear focus**. Each chapter title should clearly state what aspect of the overall topic the chapter deals with.. Continuing the example of *Building Machine Learning Systems with Python* your section on “Book Learning” might be broken down into 4 chapters as follows: “Clustering – sorting text into groups”, “Topic Modeling – creating non-exclusive groups”; “Logistic Regression – evaluating text quality”; “Bayes Classification – sentiment analysis”. *PLEASE NOTE: Chapter titles appear on Amazon.*

|  |  |
| --- | --- |
| **PART ONE:** | |
| 1 | [Insert your chapter title here] |
| 2 | [Insert your *chapter title here*] |
| 3 | [Insert your *chapter title here*] |
| 4 | [Insert your *chapter title here*] |
| 5 | [Insert your *chapter title here*] |

|  |  |
| --- | --- |
| **PART TWO:** | |
| 1 | [Insert your *chapter title here*] |
| 2 | [Insert your *chapter title here*] |
| 3 | [Insert your *chapter title here*] |
| 4 | [Insert your *chapter title here*] |
| 5 | [Insert your *chapter title here*] |

|  |  |
| --- | --- |
| **PART THREE:** | |
| 1 | [Insert your *chapter title here*] |
| 2 | [Insert your *chapter title here*] |
| 3 | [Insert your *chapter title here*] |
| 4 | [Insert your *chapter title here*] |
| 5 | [Insert your *chapter title here*] |

**PLEASE ADD OTHER PARTS/CHAPTERS ONLY IF YOUR TOPIC REQUIRES IT**

PART FOUR: DETAILED OUTLINE

# PART 1: [*Insert your* *part header here*]

[INSERT HERE: In **25** words, describe the objective of Part 1: What will the reader achieve on completion?]

### 

### **CHAPTER 1:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter and why that information will be useful.]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 2:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

# PART 2: [*Insert your* *part header here*]

[INSERT HERE: In **25** words, describe the objective of Part 2: What will the reader achieve on completion?]

### **CHAPTER 3:** [Insert your *chapter title here*] - [Number of Pages] pages

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 4:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 5:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 6:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

# PART 3: [*Insert your* *part header here*]

[INSERT HERE: In **25** words, describe the objective of Part 3: What will the reader achieve on completion?]

### **CHAPTER 7:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 8:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 9:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER 10:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]

### 

### **CHAPTER *n*:** [Insert your *chapter title here*] - [Number of Pages] pages

### 

### DESCRIPTION:

[INSERT HERE: **50-100** words, describing the content of the chapter]

### Level: [*INSERT HERE: Basic, Intermediate, or Advanced with regard to the target readership of the book*]

### Main Chapter Headings (3-5 main chapter headings)

1. HEADING 1: [*INSERT HERE: Core topic*]
2. HEADING 2: [*INSERT HERE: Core topic*]
3. HEADING 3: [*INSERT HERE: Core topic*]
4. HEADING 4: [*INSERT HERE: Core topic*]
5. HEADING 5: [*INSERT HERE: Core topic*]

### Skills learned: *For each heading, insert what the reader will learn to DO in this chapter?*

1. SKILL 1: [*INSERT HERE: Core topic*]
2. SKILL 2: [*INSERT HERE: Core topic*]
3. SKILL 3: [*INSERT HERE: Core topic*]
4. SKILL 4: [*INSERT HERE: Core topic*]
5. SKILL 5: [*INSERT HERE: Core topic*]