# Book proposal

To prepare your proposal, please:

1. Make a copy of this document.
2. Rename your copy as*Firstname Lastname — Working Title — Book Proposal*.
3. Craft your proposal, noting all prompts and guidance below.
4. Set document permissions to “anyone with the link can comment.”
5. Submit your proposal by emailing us the link: [workwithus@oreilly.com](mailto:workwithus@oreilly.com).

Proposed book title: The Examples Book

Subtitle: Learn Data Science by Example

Author(s): Mark Daniel Ward, Kevin Amstutz, Justin Gould, Maggie Betz, Ellen Gundlach, (add rest of team here, etc.)

Author title(s) and affiliation(s):

Mailing address(es):

**IMPORTANT: Authors, if we offer you a publishing agreement and you would prefer that an LLC or other entity be a party to the contract, what’s the name of that entity? And does it use the same mailing address, phone number, and email addresses as listed?   
For books with multiple authors, please let us know on a per-author basis about this.**

Phone number(s):

Preferred email address(es):

About the author(s)

*Author biography (write in the third person, as you would like the bio to appear on Amazon):*

*Please be sure the biography answers the question “Why are you the best person to write this book?”*

*LinkedIn profile:*

*Twitter handle:*

*Author public speaking samples (YouTube, etc.):*

## 

## Marketing description

*In 1–2 paragraphs, summarize what the book is about, like you would pitch it to a potential reader on the back cover. What makes your book unique in the marketplace?*

## About the topic

*Briefly explain the topic and why it’s important.*

## 

## Audience

*In 1–2 paragraphs, explain who the primary audience is for your book. What professional positions do they hold? What positions are they considering next in their careers? What knowledge do you assume of them? What books can you assume they have read? What skills can you assume they’ve mastered?*

*Estimate how many people will use this technology. Please state any applicable statistics (e.g., Google Trends, analyst reports, blogs, leading companies adopting the topic of your book) indicating market use or market potential.*

*Please provide some scenarios that indicate how the audience will use your book. For example, will readers refer to it daily as a reference? Will they read it once to learn the concepts and then refer to it occasionally?*

# What the reader will learn—and how to apply it

By the end of this book, the reader will understand:

* XXXXX
* XXXXX
* XXXXX

And the reader will be able to:

* XXXXX
* XXXXX
* XXXXX

## 

## Keywords

*What are the trending terms for the topics covered in your book?*

## 

## Other book features

*Will there be a GitHub site for code samples?*

## 

## Software dependencies

*What software updates or releases could potentially impact the release of your book?*

## 

## Competing titles

*What print books compete with your book? Please list at least three books from other publishers, and include title, author, ISBN, publisher name, and year. Explain how your book will be different or better in timing, content, coverage, approach, or tone than each competing title.*

1. Title, author, ISBN, publisher name, year—why my book is better

2.

3.

## Related O’Reilly titles *What O’Reilly book(s) cover similar topics or related technology?*

1.

2.

3.

## 

## Book outline *Include a detailed outline for the project here, following the example format below. (If proposing a second edition, please highlight changes from the previous edition.)*

* Chapter 1 Title
  + 1.1 Section Title
  + 1.2 Section Title
    - 1.2.1 Subsection Title
    - 1.2.2 Subsection Title
  + 1.3 Section Title
    - 1.3.1 Subsection Title
    - 1.3.2 Subsection Title
    - 1.3.3 Subsection Title
* Chapter 2 Title
  + 2.1 Section Title
    - 2.1.1 Subsection Title
    - 2.1.2 Subsection Title
  + 2.2 Section Title

## 

## Specs and schedule

*How many pages do you expect the book to be?*

*Will you be using illustrations or screenshots?*

*Do any special considerations apply to your plans for the book, including unusual format,   
use of color, hard-to-get illustrations, or anything else calling for atypical resources?*

*What do you anticipate your delivery schedule to be? Please fill out the following:*Two draft chapters to be delivered by:   
Half draft manuscript to be delivered by:   
Full draft manuscript ready for tech review delivered by:  
Final and full manuscript ready for production: