

PETER WEISZ PUBLISHING, LLC



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BOOK PROJECT PROPOSAL

Submitted to: William F. Pearson
1002 Any Avenue, Suite 245
Anytown, Florida 33480
Phone: 1 (561) 555-1212

Date: December 17, 2021

Re: Memoir Book Authoring Project

INTRODUCTION

After conducting a preliminary meeting at your office on December 13, 2021, I understand that you are interested in producing a written account of your life in the form of a memoir book. I further understand that you wish for this book to allow your descendants, family, friends and others to learn about your background, as well as both your business career and your volunteer service to your community and to the Jewish people. It is your goal to create a lasting legacy via the creation of a personal history book. I have prepared this proposal for your consideration in order to explain how I intend to professionally assist you in accomplishing this goal.

In this proposal, I will describe how I envision the workflow proceeding; a process that will allow me to produce the desired manuscript in a reasonable time-frame and at an acceptable cost. In addition, this proposal includes a timetable and a summary of my fees. At the conclusion of the process, I shall deliver to you a manuscript that readers will find edifying, enlightening, and entertaining. Should this proposal be accepted, I pledge to devote my full energies and enthusiasm towards this project as we move towards that outcome.

MY CREDENTIALS

Since 2001 I have been assisting individuals and families in the production of their personal memoirs, their corporate histories, and a variety of other literary

platforms. Sometimes as an anonymous “ghost writer,” and other times listed as a collaborator, I have to date authored thirteen published memoir books, including several recounting the lives of Holocaust survivors, and am currently working on one other. I lecture frequently on a wide range of topics before a variety of audiences. I urge you to have a look at this recently-delivered TED Talk during which I discuss a number of my previous book projects. <https://youtu.be/tfZt9hvLYQ4> (or go to [YouTube.com](https://www.youtube.com) and type “Peter Weisz TED Talk Worst Day of Your Life” into the search box).

To learn more about my services, read reviews, and excerpts from my previous books, I also suggest you to visit my website at: www.peterweisz.com.

TARGET AUDIENCE

It is envisioned that the following groups will comprise the target readership for the proposed book:

- Members of your family.
- Friends and associates.
- Readers with an interest in Jewish communal affairs
- Readers with an interest in accounts of business success.
- The general reading public.

SCOPE, AND STRUCTURE

I envision that the book will contain the following general structure (*subject to your approval*):

1. An introductory chapter focusing on a dramatic moment in your life designed to arouse the reader’s interest and draw him/her in to the story.
2. Several chapters devoted to your family heritage, your parents, and your formative childhood years.
3. Core chapters focusing on your education, your military service, and your business career, etc.
4. Chapters discussing your affiliations, your volunteer and philanthropic activities with such organizations as the United Way, etc.
5. Chapter featuring anecdotes and episodes with well-known personages plus major influences in your life such as John Smith.
6. Chapters describing your marriage, your family life and your relationships with your children and grandchildren.

7. A chapter devoted to your personal philosophy, your connection to Judaism, your beliefs, your overall world view, advice to young readers, etc.
8. A conclusion that includes a forward look to the future.

I anticipate producing a manuscript of about twenty chapters or 80,000 words, or roughly 250 pages when printed. Decisions about paperback versus hardcover, and similar considerations, may be made at a later point in time once the manuscript is completed.

WORKFLOW

If this proposal is accepted, I envision the project workflow to operate as follows:

1. Beginning in mid-January, 2022, you and I will set up a schedule of recorded interview sessions through April.
2. The interview sessions will take place at your office and will consume about 2 hours each. I envision holding two sessions per week.
3. I will send the recordings of our interviews to an off-shore transcriptions service that will quickly and accurately transform them into editable and searchable text.
4. In addition, I will conduct independent research into events and background information in order to put your story into its proper context. I will also carry out phone interviews with individuals (i.e. friends, relatives, professional and volunteer associates) as you may direct in order to learn more about specific aspects of your life.
5. Using the interview information as a basis, and enhancing it with the fruits of my independent research, I will begin immediately producing draft chapters.
6. During our interview sessions, I will review and read aloud the text that I have produced since our previous session, noting any corrections or modifications needed.
7. I anticipate that after approximately 16 such sessions during the months of January through March, I will have enough content to complete the manuscript.
8. During this period I will collect from you photos and other such memorabilia for inclusion in the book. I will draft captions for all the photos. The photos may be collected in a special photo section, or interspersed with the text. Other material (i.e. documents, illustrations, etc.) may be placed into an addendum.

9. Once all the raw material has been prepared and approved by you, I will begin preparing the final draft manuscript. This includes the creation of the book's front matter (i.e. Dedication, Acknowledgements, Table of Contents, Introduction, Foreword, etc.) and back matter (i.e. Addendum, End notes, Timeline, Glossary, Index, etc.).
10. A final optional step is submitting the manuscript to a proofreader to undergo editorial scrutiny. I typically employ the services of freelance independent editors who charge by the number of words. I will present you with several recommended bids and, should you agree, you will deal directly with the proofreader.
11. I will work with you on selecting an appropriate title and cover art for the book. I have already prepared a few preliminary samples. Please find them attached.
12. I anticipate that these steps will take roughly three weeks and hence, I feel I would be able to deliver a completed publication ready manuscript to you by April 15, 2022
13. Once the manuscript has been finalized and approved, I will assist you in the production and distribution of your book in one of the following methods: Print-On-Demand (POD), conventional self-publishing, commercial publishing.

TITLE CONCEPTS

While the title of the book is typically a decision that is finally made at the conclusion of the manuscript process, it is often a good idea to be thinking of titles that will effectively convey the tone and tenor of the book's contents. Deciding on a working title early on will also allow me to weave the title into the text and serves to help define the book's mission and direction. Here are a few ideas that are intended to serve as the beginning of a title selection process (*see attached*):

THE PRICE OF PRIVILEGE

TAKING STOCK

MY LIFE IS IN YOUR HANDS

HOPING FOR THE BEST; PREPARING FOR THE WORST

MILESTONES AND MEMORIES

DEFINING MOMENTS

TIMETABLE

Once this proposal is accepted, I will be available to begin work any time after January 15, 2022. Assuming there is no broadening of the scope of the project as described, I anticipate having a final draft manuscript completed by April 15, 2022.

I expect to devote about twelve hours of billable time per week to this project, for a period of about thirteen weeks.

Circumstances beyond my control may serve to delay the completion of the manuscript. Examples: Extreme weather, civil unrest, debilitating illness, unexpected travel, etc. I have been known to complete manuscripts ahead of deadline, however.

FEES AND COMPENSATION

My standard billing rate is \$100 per hour. As stated, I anticipate devoting roughly 160 total hours the authoring and production of the manuscript. Hence, I am prepared to offer a “not to exceed” figure of \$16,000 plus pre-approved expenses, based upon the parameters outlined in this proposal.

This means that if I am required to expend more time than foreseen in producing the manuscript, my total billings will not exceed the agreed cap. On the other hand, should I find that I am able to complete the work in less time than anticipated, I will only bill for my actual time expended.

Should the scope of the project widen (i.e. more chapters, broader content, etc.), the ceiling cap will need to be re-evaluated.

I will require a 25% percent deposit of the projected figure (\$4000) at the time this proposal is accepted. The deposit sum will be applied as a credit until it is consumed. I will track my time and present an invoice on the first of each month that will list hourly charges plus any pre-authorized out of pocket expenses, such as travel, proofreading, quick-printing, etc.). My time records are available for audit upon request. Terms are net ten days. I will not bill for phone calls, email activity, or travel time.

The fees and availability described here will remain in force for a period of thirty days from your receipt of this proposal.

TERMINATION

In the event that you wish to terminate our working arrangement prior to completion of the manuscript, I ask that I be provided with ten days’ written notice. I will then present a final invoice for any outstanding time and expenses due and turn over all completed drafts plus research material, such as notes, files, photos,

etc. Likewise, should I find it necessary to terminate our working arrangement, I agree to provide ten day's written notice and return all material in my possession.

Should the termination of our working arrangement take place before the deposit sum is fully consumed, I will refund any unused portion back to you.

INTELLECTUAL PROPERTY RIGHTS

All services outlined in this proposal should be regarded as strictly "work for hire." Once the manuscript is fully delivered and all services paid for in full, all intellectual property rights, copyrights, etc. associated with the book will be retained by you. These include paperback and motion picture rights, language translation rights, magazine serialization rights, electronic and audio book rights, etc. I reserve solely the right to display the finished work as part of my portfolio and at my website for self-promotion purposes only.

CONCLUSION

I am indeed grateful that you have taken the time to read through this proposal and have agreed to give it your due consideration. Please be assured of the fact that if I am afforded the opportunity to work with you in producing the envisioned book, I pledge to bring to the task all of my enthusiasm, dedication, and skill in order to produce a work of utmost and enduring quality.

I look forward to answering any questions and to learning of your response.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Peter Weisz", with a long, sweeping underline.

Peter Weisz
Peter Weisz Publishing, LLC

ACCEPTANCE

I agree to the terms as described in, or as amended to, this proposal:

Name: Date:.....

William F. Pearson

Sample Cover and Title Idea:

