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# Book Proposal: Example Marketing Section

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## **Who are the primary and secondary audiences for your book?**

I will aim this book primarily at professional programmers who have never programmed in Fenster before. Such programmers typically already own many programming books. Members of this audience may already own one of the competitive titles, but they prefer to buy at least two commercial manuals when attacking a new programming language.

The secondary audience consists of students. Currently, Fenster is very popular with computer science and traditional science students. However, because of financial constraints, this audience rarely buys commercial books unless a professor requires the books for class. Fortunately, several universities have just begun to offer Fenster courses.

## **What are the competitive books? How will your book compare to them? What is unique about your book?**

The competitors are as follows:

- *The Joy of Fenster* (by Arnold Ziff) is the most popular book on this topic, primarily because it was the *only* book on the topic for almost a year. Reviewers on Amazon were annoyed by the lack of examples in this book. My book will contain more than twice as many examples as this one.
- *Fenster Goes to Monte Carlo* (by Leonard Hacker) is the second most popular Fenster title. The book features a lot of humor (as will mine), which seems to appeal to the Fenster community. The book's coverage of window manipulation (a crucial feature of Fenster) is very weak; my book will provide extensive coverage of window manipulation.

## **What is the appropriate price for your book?**

Both of the competitors sell for a list price of \$34.95. I propose to list the book for \$29.95 to compete partially on price.

## **What are the proper venues (e.g., commercial bookstores, academic bookstores, conferences, and so on) to sell your book?**

Both of the competitors are selling briskly through online and traditional bookstores, so these should be the primary venues. Since Fenster is catching on at universities, we should aim a secondary marketing effort at academic bookstores, particularly those selling to computer science departments.

The annual Fenster User Group (FUG) conference would be a natural place to sell this book. Leonard Hacker made a presentation at FUG last year, and his publisher was present to take orders.

