

TotalFinance

CANADA'S MAGAZINE FOR FINANCIAL EXECUTIVES

Lloydmedia Inc Books Author Submission Guidelines 2020

Lloydmedia Inc is Canada's largest media publisher which specializes in the finance, marketing and philanthropic sectors. Our publications are read by the senior executives and their major company teams in each of these markets and includes more than 100,000 individuals in a combination of print, online, social media, email and digital channels.

Our book publishing unit offers the opportunity to have your book published and marketed by us through our channels to these readers. Each book is considered on its own merits but we are also able to consider co-ventures where we undertake a sponsored campaign to work with authors to have their books evaluated and then edited, designed, produced, printed, marketed and shipped as needed to buyers across Canada and around the world. These co-ventured opportunities are excellent ways for companies to promote their own texts, books and publications to these kinds of potential buyers and readers. We are happy to discuss this type of project. Please call or email us directly as noted below.

Authors who are seeking straightforward publishing agreements are asked to submit their proposal as outlined here to Steve Lloyd at steve.lloyd@lloydmedia.ca with the subject header: **Book Proposal**

PART ONE—Your Credentials

Please provide up to 500 words about yourself, including CV, employment history, accomplishments, awards, previously published articles or white papers, educational background and any other personal details you feel might be relevant to the proposed book.

You should include such insights as who your potential reader is, how well you might be known to the intended audience, whether you have spoken at conferences on the topic or subject matter, what kinds of social media you currently used, which media channels, how often you connect with your followers or readers, and so on. Anything you feel will assist us in evaluating the potential sales of the completed and published work.

PART TWO—The Book

Provide as much detail about the proposed book as possible. These should include working title, topic area or genre, type (eg. Biography, history, philosophical, economic, textbook, corporate profile, how-to, futurism, etc), anticipated length, approximate forecast completion date, any co-author or contributor names and their brief career synopsis. You may also describe the overall theme and style of the book and an example of a similar or previously existing book that follows the same basic form or topic area. This can be very helpful.

Also, you may provide a “tagline” and a short summary of up to 500 words which “sells” the topic and the theme or specific idea. As much as possible, provide some thoughts about the target audience and why you think those readers might want or need to buy this book and how it might connect to the target reader’s work, careers or markets.

You should also provide some thoughts about how the content will benefit the target reader, why the reader needs to consider and read this kind of material and what other competitive sources of content might already exist but fall short on this topic, and how the book addresses that need.

You should also include: A Chapters Outline; and a Sample Chapter of the existing manuscript.

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