Book Publishing Sample Proposal

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PROPOSAL

The Web Production Cookbook with Dreamweaver and Fireworks

Prepared for: Alice Jackson
                           Senior Editor

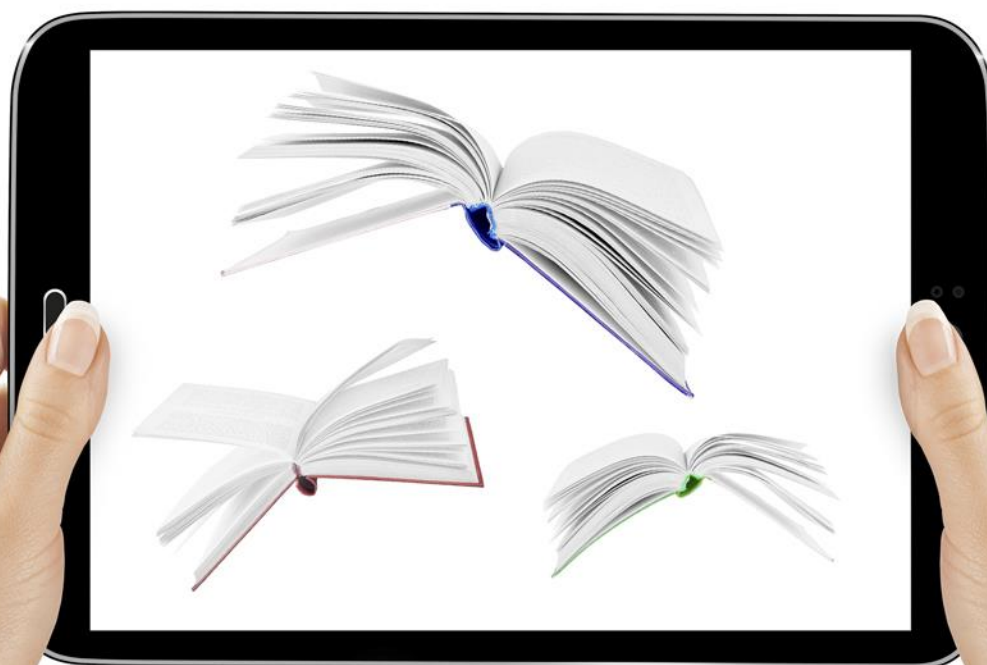Prepared by: Joyce J Evans
                           Author

Table of Contents

Executive Summary

With the release of Macromedia Studio MX, more and more people want to take advantage of the integrated tools in both Fireworks and Dreamweaver to increase productivity and site consistency, and to provide richer, feature-packed functionality for their web sites.

There are no existing titles that have the same or nearly the same scope or teaching method as this book.

The Objective...

Macromedia Studio MX is projected to be a top-selling product in the next few years, and this book plans to take advantage of this opportunity. This book provides the following:

- Instructions that go beyond those provided in the documentation that accompanies the software.

- Extensive examples of what can be accomplished with the software, and step-by-step instructions on how to achieve those results.

- Time-saving tips and tricks from the experts.

The Opportunity...

While there are several books on the market that are targeted toward novice users, my book will help both new and more experienced users get the most out of the software, thus reaching a broad audience. This book will:

- Include the tutorial instructions needed by novices plus advanced techniques for the users who already have a basic familiarity with the tools.

- Provide hundreds of visual examples (screenshots of actual product screens and web pages) to assist with quick learning and accurate results.

- Offer tips and tricks found nowhere else.

The Solution...

This book will appeal to all users of Macromedia Studio MX, and should sell much better than any rivals in the marketplace. Timely marketing, publication, and distribution to coincide with release of the Macromedia Studio MX package is critical, however.

Competitive Analysis

I don't believe there is currently any title that has the same or nearly the same scope or teaching method as this book. As far as Fireworks and Dreamweaver books currently in print, there are the following:

- ## Building Websites with Macromedia Dreamweaver MX and Fireworks MX

  By Margot McKee
  ISBN: 0999977550

  This book is targeted at the new user and is largely a repeat of instructions provided in the online documentation shipped with the software.

- ## Creative Guide to Using Dreamweaver MX / Creative Guide to Using Fireworks MX with CDROM

  By Conrad Oxley
  ISBN: 0555599340

  While these books both teach the basics, neither provides extensive examples of what can be accomplished with the software, and neither provides tips and tricks for advanced users.

Market and Audience

This book assumes that the reader has a general or casual knowledge of working with graphics and HTML to produce a basic web page, using the programs of their choice.

With the release of Macromedia Studio MX, more and more people want to take advantage of the integrated tools in both Fireworks and Dreamweaver to increase productivity and site consistency and to provide richer, more feature-packed functionality for their web sites. This book's audience covers a wide range of users; they may be current Dreamweaver users at any level looking to incorporate Fireworks into their workflow or vice versa. This audience may include experienced HTML developers migrating from HomeSite (PC) or BBEdit (Mac) to Dreamweaver MX. Novice web designers and developers can use the solutions in this book to advance their design and development skills. All levels of users can take advantage of the recipes in this book to separate content from structure and presentation through the use of server-side technologies and Cascading Style Sheets.

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