

Online Training Program Proposal Guidelines

The Berrett-Koehler mission is Connecting People and Ideas to Create a World that Works for All. Our content promotes positive change at personal, organizational, and societal levels. With this in mind, please cover the following topics in your proposal:

- 1. Need:** Why is a new product/service on this topic needed at this time?
- 2. Purpose:** How is the product/service designed to meet the need?
- 3. Goals:** What are the goals that you want to achieve through your product/service?
- 4. Audiences and Uses:** Who are the intended audiences and how will they be able to use the product/service? Distinguish between primary and secondary audiences. Identify specific professional associations that are audiences.
- 5. Knowledge Base:** Describe the knowledge base of your product/service, including professional or academic experience, research, and theory. Attach biographical information about yourself, including the titles of your published works or training products.
- 6. Related and Competing Content:** What are the three most competitive or similar products, and how does the proposed product differ from and go beyond each of them? Describe your proposed product's new contribution in detail.
- 7. Time Commitment:** What time commitment do you expect that the product/service will require of participants, including all instruction, course materials, and other bonus materials? It would be fine to give a range (such as "4 to 5 hours").
- 8. Core Components:** What are the core components of the product? (Audio, video, webinars, transcripts, groups, events.)
- 9. Bonus Materials:** What are 2 to 3 bonus gifts can you provide to boost the offer? These can be on an adjacent subject. (Audio, video, webinars, transcripts, groups, events.)
- 10. Product Details:** Provide module titles and descriptions.
- 11. Suggested Pricing:** What would you recommend is the full price of your product/service, the discounted price, and the evergreen price?
- 12. Upsell Potential:** Do you have other products/services that the same audience might purchase?
- 13. Free Lead Nurture Offer:** What are you able to offer for free, to establish your expertise and nurture your relationship with a new or existing audience?
- 14. Timetable:** What is your schedule for completing the product?

15. Marketing Support and Subscriber Engagement: Detail the ways in which you will be able to support the marketing of the product/service. Please provide the following:

- The size of your mailing list and the frequency of mailings.
- How often you have speaking engagements and to what numbers of people in what venues.
- If you participate in webinars or online events, the typical size of attendance.
- Numbers of your social media contacts (LinkedIn, FaceBook, Twitter, Instagram).
- Course names and the names of institutions where you teach professional courses or college-level courses.
- Professional associations of which you are a member and any leadership roles or special activity you have had in those associations.
- Your media contacts, what relationship you have had with those contacts, and what coverage of your work has resulted from those relationships.
- Newspaper or magazine columns you write, other internet or print media platforms you have, and any regular appearances you make on radio or television programs.
- Names of prominent individuals who are likely to endorse your work.

Please email your proposal to learning@bkpub.com.

We will review and consider every submission. In most instances, you will receive a response from us within 4-6 weeks if we decide to pursue your product idea. Thank you for pursuing a partnership with us.

Learn more about us as a publisher and online training producer by joining our mailing list via ideas.bkconnection.com.