

COMPETITION EVALUATION RESEARCH**COMPETITION EVALUATION RESEARCH**

“How will my book compete in the market with similar books?”

Why do this? The people who will make a decision about your book – literary agents, editors, publishers, and bookstores – will make the decisions about whether to represent your book, or buy it on how your book will fare in the marketplace. You need to prove that your book is unique and that it will sell well. Whether you self publish or sell your book to a traditional publisher, study your competition (what books are currently in print and out of print. Understand your book’s position in the marketplace.

The research: Make a list of at least twenty books similar in some way to yours:

Title

Author

Publisher

Copyright date and year of publication

ISBN (All versions)

Number of pages and number of illustrations/photographs

Special features of the book

For each book, write a brief description outlining the similarities and differences from your work. Briefly explain how your book fills an unmet need or place in the market. A literary agent may request this after he or she reads your query letter, and even before he or she requests the full manuscript. If the agent chooses to represent you, she or he may want to use this document when he or she seeks an editor at a publishing house.