



BootStrap Publications

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Request for Proposal

5 Steps to Finding Your Purpose

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Issued by: BootStrap Publications

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Introduction & Background:

BootStrap Publications, a boutique publisher based in Miami, FL, is in need of a cover design and interior design improvement suggestions for a self-help book titled 5 Steps to Finding Your Purpose and is accepting proposals in response to this Request for Proposal in order to find a qualified source to provide a final cover design and interior design elements of the book. Our goal with this book is to:

- Sell 100,000 copies, generating \$50,000 in profit, and make the New York Times Best Sellers List
- Market to older millennials and younger gen x women ages 25-40
- Spread the gospel and help educate individuals about Jesus
- Inspire people to be their best and understand that they have a purpose in life
- Increase Author client base and position Author to receive more speaking engagements

The objective of this Request for Proposal is to locate a source that will provide the best overall value to BootStrap Publications. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Submission Guidelines & Requirements:

The following submission guidelines & requirements apply to this Request for Proposal:

- First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals
- Please list at least 1 project similar to this project as part of your response. Please include references and examples of work
- Proposal should not exceed 5 pages. Proposal must provide an overview of the proposed solution.
- Proposal must include project schedule and timeline, milestones, and list of deliverables
- A price proposal must be provided that is not more than 2 pages. This price proposal should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should BootStrap Publications decide to award a contract on an hourly rate basis.
- Proposals must be signed by a representative that is authorized to commit bidder's company.
- If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
- Proposals must be received prior to May 7th to be considered.
- Proposals must remain valid for a period of 45 days.

Project Description:

The purpose of this project is to redesign the cover of the book to appeal to a broader audience, clearly communicate what the book is about, and work towards the goals stated above. The book up until this point was mainly offered as a tool to the Authors clients. It will be published now with a foreword, small changes to the interior such as page number placement, image insertion, text size, font choices , and the cover will be redesigned.

Acceptance is contingent on the following acceptance criteria:

- Successful submission of a proposal in response to this request
- Availability to complete work in required time frame
- Personal connection to the project
- Cost

Other evaluation factors include:

- Relevant past performance/experience
- Samples of work
- Expertise of bidder or firm

The Request for Proposal timeline is as follows:

- April 18th 2018 open call for bids
- May 7th 2018 all bids must be submitted
- May 24th all bids will be notified of decision

Budget:

BootStrap Publications budget for the project is \$300.