Proposal for the manuscript "How to Inspire Anyone"

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Available at: https://works.bepress.com/antonio_morales-pita/1/
Proposal Outline:

- **Working title - How to Inspire Anyone**
- **Brief synopsis**

The purpose of this self-help book is not so much to attempt to define inspiration, but actually to explore how inspiration motivates people to go forward in whatever they are undertaking and how people can maintain lasting inspiration over time. *How to Inspire Anyone* is an interactive guide that will train anyone to be the source of their own inspiration, which will in turn allow them to be an inspiration to others. By engaging in the book’s exercises and activities, readers will uncover paths to inspiration so that they are empowered to achieve their goals. Because *How to Inspire Anyone* focuses on many different types of inspiration, it will appeal to readers facing a wide range of challenges, such as those faced in education, parenting, and business. It does not provide specific tactics and strategies of inspiration required for each and every situation; rather, it walks readers through the process of learning a general skill and then applying it with persistence until one’s goal is attained.

I am attaching sample chapter VI

### Description

The book’s key points

- a) This is an interactive book about: (a) how to inspire anyone in any situation—a book on learning a general skill and how to give the reader a sense of what to do with those general skills; and (b) how to be inspired.

- b) It narrates how inspiration is created, as well as what it takes to be inspirational and to be inspired in a general way.

- c) It cuts across multiples areas, with emphasis in the classroom (how to become an inspirational teacher and student), at home (how to become a role model parent in education for his/her children), and at the workplace (how to become an inspirational boss).

- d) It establishes the link between the theory and the practice of inspirational processes through quizzes and essay-type questions for readers.

- e) It formulates three steps to be inspired: to find the motivation to face the challenge, to identify the internal or external source of motivation, and to concentrate on the objective and develop the tenacity to follow up after the initial push.

**Reader benefits**

- a) He/she will be inspired to increase his/her tenacity and to reach his/her goals.

- b) He/she will discover his/her potential to inspire or to be inspired.

- c) He/she will be inspired to develop his/her inspirational skills.

- d) He/she will tend to believe more in himself/herself and increase his/her self-esteem.

**Key sources:**

Dr. Samuel Betances, renowned inspirational speaker and researcher

Dr. Sean Flynn, researcher, professor, and coauthor of the best-selling textbook in introductory economics in the United States

Dr. Antonio E. Morales-Pita, international professor of economics and international political economy, researcher, and recipient of national awards from Cuban, Mexican and American universities
Conclusions
The book is a synthesis of the author’s inspirational skills as an educator, a role model in education for his children, and as a leader in academic settings. Both the English and Spanish versions are pedagogically written in a comprehensible and accessible language for readers of all educational levels. It is interactive with the reader and represents the author’s advocacy for linking theory and practice. It is scientifically grounded and written in the layman’s vocabulary.

Target audience
Who will read this book and why?
Because the need to inspire or to be inspired is inherent to human nature, the market niche of this book will include a wide audience composed of students, teachers and counselors (chapter III is especially dedicated to inspiration students and teachers), parents (chapter IV inspires parents to become role models in education for their children), businessmen and women, leaders and human resource specialists (chapter V illustrates how to become inspirational bosses), professionals of all fields, and the general public (chapter VI deals with the subject of inspiring anybody to overcome a challenge). It is hard to find a human being who doesn’t pursue a goal. At the same time, every successful person (coming from whatever field he or she works in) has been inspired by someone – most frequently a family member, a teacher, a hero, or a celebrity. So, it will be difficult to find somebody uninterested in this book. In other words, the market niche for this book is universal.

Given the current state of the world economy in general and in particular that of the United States, in which unemployment and foreclosures have reached very high levels, people need inspiration to stand up on their feet and to get ahead in life. This book can motivate them find internal strengths and to weather the storm.

Other important reasons to read the book is that, on one hand, it is pedagogically written in a simple language accessible to readers in all educational levels; and, on the other hand, it elicits the readers to interact with the author by writing their experiences in the book and applying their skills to real life events.

Estimate of the size of the primary market
Assuming that:
a) the book can be marketed in the U.S. territory, via direct sales, book stores, sales agents and the internet;
b) according to Wikipedia the literacy rate in the U.S. ranges from 96 – 100%,
c) the U.S. population in April 2010 was calculated in 308 millions, according to NBC, Fox News and CBS,
d) 10% of readers like to read non-fiction and especially inspirational (self-help) books, according to my personal experience promoting my book Havana-Merida-Chicago (A Journey to Freedom) in book fairs, universities, colleges and business firms;
e) the fact that an interactive book reduces the “free reader” problem and increases sales;
f) the fact that the size of How to Inspire Anyone is small and most readers prefer this book-size;
g) the fact that I am willing and able to promote directly the book through nation-wide talks; and
h) the information provided by Barnes and Noble, the number of copies of best-sellers can be counted in several million copies,
i) the manuscript of the book is written in English and in Spanish.

I believe that this book (which should capture the attention of peoples from all walks of life as long as they love to read non-fiction books) can be a best seller, and has the potential to obtain total sales of somewhere between one and three million copies.

Your ideas on how to reach the market
a) direct sales, book stores, sales agents and the internet;
b) talks to large audiences, organized by literary agents or publishers,
c) advertising in public transportation and TV programs.

- **Competition**
  - List a few competitive titles
  1. *Inspiration, your ultimate calling* – Dr. Wayne W. Dyer (NTY Best seller) – HAY HOUSE – 1-4019-0721-0.

  - Describe some successful books in this category – with sales information, if available

  - **Inspiration, your ultimate calling** – This book has an explicit religious character. It pretends to change the readers’ attitude. The author emphasizes the role of personal experience as a background for his book. Inspiration in a general way.
  - **Strengths Finder** - This book states a series of strengths so that the reader identifies himself with them, and then how to develop them. The structure reminded me of a certain horoscope by signs. The sign is defined, and then what to do. This book emphasizes in that you should work on that you are good, and not try to do what is hard for you. It tries to change the attitude of the reader.
  - **Keys to Success** - It says that one can get whatever one wishes if one has the right methodology. It’s a practical book. It pretends to change the attitude of the reader. This book possesses an inward commercial focus. It is like an advertising campaign. It is obviously written by a businessman.
  - **Positive Words, Powerful Results** - The impact that our words can have; to encourage the use of words that celebrate and affirm life. Examples of other people inspiring others with words. It is written in a positive language although recognizes that there is always a bad side. The inspiration has a general character. It tries to change the readers’ attitude.
  - **Happier** – The book has three parts conceiving happiness as a process: optimism and understanding of the difficulty; not postponing the attainment of happiness to a future event, not to conceive happiness as an everlasting sublime moment. Each of the three parts has the same structure: explanation of the concept, analysis about it (time in – to stop to reason and to think), and exercises. This book is obviously written by an academician. It has rigor and expressed in a comprehensive way to the layman. It tries to change attitudes.
  - **It is not over until you win!** – The essence of the book is to change the readers’ attitude in relation to experiencing a loss of whatever kind, in particular the loss of a loved one and of an important project in the readers’ lives. The book is full of exercises in every chapter. It has the character of a school in which students are asked to do their homework although the academic background is not there. It is the story of a man who went from the lowest scale of society to one of the upper ones, but fell off the wagon because he wanted to keep his principles but could not use them in a way to survive an unfavorable environment.

  - **List major differences between your book and others in the same category**

  The main characteristic of this inspirational book – which differentiates it from many other inspirational books - is that it teaches the reader how to find inspiration in him or herself, and how to develop it until achieving a goal. Whereas the above mentioned books tend to focus on one context for inspiration (e.g. spiritual or career), this is a book about how to inspire anyone in any situation – a book on learning a general skill. It gives the readers a sense of
what to do with those general skills. The book tries not only to change the reader’s attitudes toward overcoming obstacles; it tries to create the need to inspire others and to be inspired by others. Given the author’s extensive background in academia and research geared toward solution of real life problems, the book establishes a bridge between the academic ivory tower and Main Street. It writes seriously and comprehensibly about things normally dealt with superficially.

How is this book unique?
As a product of a committed educator, this book is unique in the sense of instructing the reader to learn how to become inspirational, how to become inspired, and how to develop tenacity to keep the inspiration going until the achievement of the goal. The theory of developing inspiration is brought to practice through real-life examples.

- **Outline**
  - Attached is proposed table of contents and summaries of each chapter

- **Estimated length of the book** - 72 pages (8 1/2 X 11) and 30,000 words.
- **Estimated delivery date of the book** – The manuscript is totally finished and revised. It is written in two versions: English and Spanish.