

- **EXAMPLE OF NON-FICTION BOOK PROPOSAL** -

**‘Keeping up with the Jackdaws:  
a birdwatcher’s calendar of a suburban garden’**

**Scope and Themes:**

This book introduces the feathered residents of a suburban garden in the North East of England. In it we will meet The Blackbirds, The Grey Tits and The Robins who share the small 10 m x 10 m patch of greenery in the middle of Newcastle upon Tyne. We will also be introduced to the commoners (The Pigeons), the neighbourhood thugs (The Magpies), the juvenile gang of Finches, the exotic stranger (the Kestrel), the local mafia (The Crows) and the commuter-belt visitors, the Seagulls.

Rather than an ornithological manual, ‘Keeping Up With the Jackdaws’ is a charming insight into the lives of a group of birds as viewed by the other resident of the garden, the author – an avid, suburban birdwatcher. The book follows the birds from March to February and the ups and downs of their lives through a single year. Fact boxes on each individual species, provided by the Royal Society for the Protection of Birds, will add specialist depth to this unusual birdwatcher’s guide.

Readers will have an opportunity to keep a record of their own feathered neighbours in a calendar log provided as an appendix. This log can be submitted to the Royal Society for the Protection of Birds to contribute to their ongoing research of suburban bird populations.

Each chapter averages 3000 words and the final word count, including fact boxes, will be around 50000 words. Full-colour photographs of the birds in the garden at different times of the year will provide visual interest.

### **Intended audience**

‘Keeping up With the Jackdaws’ should appeal to all amateur bird watchers. It will encourage them to appreciate the rich birdlife outside their own windows. It’s partnership with the RSPB will attract conservation-minded readers who will welcome the opportunity to contribute to efforts to protect green spaces in the urban environment.

### **Unique Selling Point**

Presenting the birds as characters in their own story will set this book apart from other books on the market. However, this will not be an anthropomorphic frivolity as the fact boxes from the RSPB will add educational depth. Also, the readers’ own log and opportunity to contribute to an RSPB conservation drive will make this an enjoyable and interactive text.

### **Similar and Competing Titles**

1. Oddie, Bill Bill Oddie’s Introduction to Birdwatching, New Holland, 2006
2. Thompson, Bill Birdwatching for Dummies, John Wiley and Sons, 1997
3. Elphick, J & Woodward, J RSPB Pocket Guide to Birds, Dorling Kindersley, 2003

## **Author Bio and marketing opportunities**

The author is an avid bird watcher and has been a member of the RSPB for the last 10 years. She frequently gives talks at schools and community groups, volunteers at the aviary section of her local wildlife hospital and has contributed a number of articles to the local and regional press on bird watching and conservation issues.

## **Contents**

**Introduction** – the birds of North East England and the species you can expect to see in your garden.

**Chapter 1** – Introducing the residents (The Blackbirds, The Grey Tits and The Robins)

**Chapter 2** – Introducing the neighbours (The Magpies, The Finches, The Crows, The Pigeons)

**Chapter 3** – Introducing the visitors (The Kestrel, The SeaGulls)

**Chapter 4** – March [summary of contents here]

**Chapter 5** – April [summary of contents here]

**Chapter 6** – May [summary of contents here]

**Chapter 7** – June [summary of contents here]

**Chapter 8** – July [summary of contents here]

**Chapter 9** – August [summary of contents here]

**Chapter 10** – September [summary of contents here]

**Chapter 11** – October [summary of contents here]

**Chapter 12** – November [summary of contents here]

**Chapter 13** – December [summary of contents here]

**Chapter 14** – January [summary of contents here]

**Chapter 15** – February [summary of contents here]

**Appendix A** – An introduction to the RSPB’s suburban bird policy and conservation strategies.

**Appendix A** – a log for readers’ to record their own bird calendar.

**For more information:**

[Your name and contact details here]