

PUBLICATION PROPOSAL

*CAOT publishes books that advance excellence in occupational therapy in Canada. Please complete the following if you are interested in submitting a publication proposal to CAOT.*

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| --- | --- |
| **Title of publication/tool** |  |
| **Purpose of publication/tool** | Objective  Overview – such as the estimated number of words    Outline of the subject area |
| **Description of content** | Provide a table of contents |
| **General style** |  |
| **Evidence-based references** |  |
| **Relevance**  Describe how this publication/tool fits with CAOT’s strategic priorities and/or CAOT member learning needs. | 1. Enable occupational therapy practice 2. Advance political advocacy 3. Ensure visibility of occupational therapy   Foster evidence-informed occupational therapy through research and scholarship. |
| **Additional features/ information** |  |
| **Audience** | Primary market  Secondary market (if applicable) |
| **Market need** | Who will be interested in this product? Estimate number of students, practitioners, and/or consumers.  Are there gaps in the market? |
| **Competition** | Current competitive products in the market  Proposed enhancements with this product  Who are direct (or indirect) competitors? |
| **Market Research**  Please describe or attach your research showing the demand for this publication/ tool. | For example: Survey’s completed, interviews, questionnaires, focus groups, blogs on similar topics/tools.  Please attach your SWOT/SOAR1 analysis for the distribution/sale of your publication/tool. |
| **Author bio**  Link to an existing bio or CV (include URL). |  |

**Sample Chapter**

More information about the SWOT and SOAR analyses can be found in the business and management literature. There is also a number of interesting plain language Internet articles on the subject such as: <https://rapidbi.com/swot-or-soar-strategy-and-tools-in-business/#.Vk3O-narSUk>