**To:** 500 Hidden Secrets Publishing

**From:** Jesse Anderson

**Date:** 2/24/2023

**Subject:** Proposal for Seattle guidebook

My name is Jesse Anderson, and I’m writing in response to your call for submissions to your 500 Hidden Secrets guidebook series. I’d like to propose an edition of the series for Seattle, a city I’ve lived in for many years and know on a very deep level. Seattle has gained increasing national and international attention in recent years and would make a worthy—and profitable—addition to the 500 Hidden Secrets series.

Below, I’ll cover the reasons why I believe Seattle would be an excellent fit for the series, why I’m the right person to write the guidebook and how I’d undertake the project, and the estimated timeframe and costs to complete a manuscript.

**Why Seattle?**

The 500 Hidden Secrets series already includes a number of popular American cities, including Miami, New York, Los Angeles, and San Francisco. Seattle would make a natural next choice for the series, as the city’s national and global relevance has boomed in recent years. In 2020, Seattle was the fastest growing large city in the US, and in 2019, it had 21.3 million overnight visitors. The city is also a hub for cruises, as well as international flights to and from Asia.

Not only is Seattle an increasingly popular travel destination, but its brand of tourism is uniquely suited to the 500 Hidden Secrets series’ approach to travel. Unlike cities such as Orlando or Washington D.C., which most people visit for specific attractions, Seattle’s appeal is broad and covers many different types of tourists. There are cultural tourists, attracted to Seattle’s celebrated music scene; there are culinary tourists, who come to try Seattle’s locally sourced seafood and its authentic Asian cuisine; and there’s the tech crowd who come because of Amazon, Microsoft, Boeing, and the innumerable other tech companies based in Seattle.

A 500 Hidden Secrets guidebook for Seattle—thanks to the breadth of topics the series covers—would be appealing to these and the many other types of tourists who come to the city each and every day.

**Writing Process**

I’ve made a tentative list of topics that could be included in a 500 Hidden Secrets guidebook for Seattle. Some of these are similar to topics covered in other editions of the series, but other topics are Seattle-specific—for example, famous grunge sites, top spots for local salmon, and best places to take in the Seattle rain. Based on your feedback and collaboration, after narrowing down the topics for the guidebook, I would begin noting down potential entries for each topic. I know that the series standard is 10 entries for 50 topics, and my goal would be to come up with at least 15 potential entries per topic. This would ensure that there’s a wide field of entries to be chosen from and help winnow out the less interesting candidates.

I’ll already be familiar with many of the entries, but in other cases, I’ll have to visit potential entries for the first time. This will be the most time- and resource-consuming part of the project, and I’ll cover my proposal for how that could be managed financially below.

Once I’ve chosen my 500 entries, I’d send you the manuscript but remain open to any changes you might suggest regarding entry choices. Alternatively, I’m also open to sending each topic once it’s completed and revising the manuscript as I write it.

**Timeframe**

Taking into consideration the time required to visit potential entries, I estimate that I can complete an average of 100 entries per month. Given the list-based nature of the series, I expect revision to take a relatively small amount of time, though I’d add an extra month in case of unforeseen difficulties. My expected timeframe for completing the manuscript, then, would be six months.

**Qualifications**

I’m qualified to undertake project due to both my extensive and varied writing background and my passion for the city of Seattle. I’ve written professionally in many genres—including travel writing, journalism, fiction, and translation—and have developed a keen ability to adapt my style to the demands of the project at hand. I’m able to take my own ego out of the process and focus on what will give the reader the best experience with the text.

My interest in Seattle and everything it has to offer will be as equally beneficial in the project as my writing skills. I spend my days and evenings off relentlessly exploring the city’s streets, looking for new bars and cafés, hidden parks, and the small, charming anomalies that give a city its character. I’m the kind of person people are always asking for restaurant recommendations, but my ears are also always open for new suggestions. Above, I said that trying out potential entries would be the most time-consuming part of the project. For me, that’s also the project’s biggest appeal—to have a reason to see new places and then have an outlet to share them with other people.

**Costs**

My proposal regarding the payment for the project is as follows:

* A $5000 advance on copies sold once the manuscript has been revised and accepted for publication.
* 50% of costs associated with considering potential entries, with a maximum monthly reimbursement of $500. All purchases will be documented with a receipt.
* 10% of physical book sales, and 25% of e-book sales.

I am open to negotiation on any of these aspects.

**Conclusion**

Few cities in the U.S.—or in the world for that matter—are as worthy of consideration for the next edition of 500 Hidden Secrets as Seattle. The city has immense and growing relevance in nearly every domain that inspires people to travel—culture, food, outdoor activities, business opportunities, and many others. And a Seattle edition of the 500 Hidden Secrets series wouldn’t only be an attractive purchase to tourists—it would also serve as a valuable guide for Seattle’s rapidly growing population.

The potential audience for this project is vast. Seattle is an excellent choice for the series, and I’m very excited by the prospect of sharing my knowledge of the city.

Thank you for reading, and I’m open to any questions you may have regarding my plans for the project.

Sincerely,

Jesse Anderson