Book Proposal

Title

Subtitle

Author Name

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**OVERVIEW**

A 250-300 word description

* State the problem, even if that’s in describing a story, in 1-2 sentences.
* Describe the solution in about 1 sentence. Sometimes it’s here where you mention the author’s name and background in just a few words
* Summarize the content of the book that supports the solution, and include something specific, an example of some kind, of in a series sentence of three things. Use 4-5 sentences
* State the benefit or takeaway, what the reader will leave with or what feeling or change it will provide as a solution, in about 2 sentences.
* Note: look for some examples of book in your interest area that follow a good structure like this.

**ABOUT THE AUTHOR**

Keep it to one page using the 1.5 line spacing already formatted here.

Include mention of possible other books or key writings, and where you live.

Include photo

**BENEFIT TO THE READER**

People will want to read this book because….

**AUDIENCE AND COMPETITIVE WORKS**

Talk about the general subject area of your book idea, what category of books it falls into, and who the audience is (in terms of demographics, areas of interest, unarticulated need among them). This can be short, or possibly a few short paragraphs.

Then, list 3-4 books that are like your book and briefly explain what each is about and why yours is different, and how yours fills a gap. It’s helpful to use books publishing in the last three years, and books/authors that you can reasonably hope to match in terms of sales and influence. If you want to talk about bestselling authors/books, do so in the summary area under the above heading.

***Title,* Author (Publisher, 20XX, ISBN, format, price)**

Description and how your book offers something new.

***Title,* Author, (Publisher, 20XX, ISBN, format, price)**

Description and how your book offers something new.

***Title,* Author, (Publisher, 20XX, ISBN, format, price)**

Description and how your book offers something new.

3-4 more comparative titles, just the title and author, no description.

**ONLINE PLATFORM**

**Platform Metric Address**

Website: average monthly visits domain.com

Email list: xxx and any growth you can mention.

Twitter: xxx @

Instagram: xxx @

Facebook: xxx @

Podcast: monthly downloads name of podcast

If any of the above are not relevant, then delete mention of them.

**PUBLICITY AND MARKETING**

Summary statement of what media hits you can generate and how you intend to drive awareness of your book through your online platform, writing, speaking, and other ideas. This is a good place to summarize the key areas of publicity (podcasts, online media sources, events/speaking) you’ve garnered in the past.

**Podcasts and Broadcast Media**

* Any podcasts or possible radio or television appearances you might be able to target.

**Print and Online Media**

* List media accounts where you think you can publish articles at time of book publication, especially if you can be put in touch with an editor there.

**Author Website and Social Media**

* How you’ll use your website and social media.

**Speaking Engagements**

* What speaking in-person events or online video conferencing events you think you can generate around the time of launch.

**Endorsements**

A list of people you personally know who might offer to read or skim your book and offer an endorsement. List as many as you can, with perhaps a limit of 10. You may include “reach” endorsers, but with some exceptions they are typically difficult to reach and often do not end up offering endorsements.

* Name, what book they’ve written and/or who they are.

**Influencers**

Create a list of people who aren’t necessarily endorsers, but might have an affinity with you and your book. These are people, some hopefully you know personally, with larger social followings (everything is relative), and it might be a reach, but you can attempt to contact them (or DM them) asking if they’d be willing to reshare a post announcing your book, or post about your book on their own. Another way to fill in this section is instead to forgo making a list and instead call this section the “Advance Reader Team” which is comprised of people you definitely know who will read the book, post a review on Amazon/Goodreads, and post about it on socials. Simply give a number to how many people you can convince to do so, and describe who they are, especially if you know them because of a larger organization you belong to (like a cultural association, such as those below).

* Name
* Name
* Name

**Organizations and Associations**

List any associations or organizations with which you have an active relationship and will be able to mention your book in one way or another. Perhaps they are also speaking venues.

* Name
* Name
* Name

**MANUSCRIPT DETAILS**

Word Count: The final manuscript will be 60,000 words.

Artwork: No photos or artwork necessary/color photo insert/b&w photos througout

Delivery: The author can deliver a complete manuscript by

**ALTERNATIVE TITLES/SUBTITLES**

**TABLE OF CONTENTS**

**CHAPTER SUMMARIES**

List your chapter titles again but this time include around a 150 word description of what you’ll say in each chapter. This helps you and your publisher see the overall structure or arch of the book. How does the book build from chapter to chapter? Does it begin and end well? Does it keep the reader’s attention?

**SAMPLE CHAPTERS**

**Introduction**

Offer at least a 1500 summary of your book. There’s no need to layout the different chapters one by one, but instead offer a story, offer the central idea of the book, some of the things you plan on saying, who you hope will read the book, and what they will enjoy (enjoyment is a good word to consider, not just application or takeaway) about the book.

**Chapter One**

Lay out one of your chapters so you and your potential publisher can see what the structure is of your chapter, and also see the strength of the writing. You can still approach a chapter as a problem-thesis-argument-takeaway structure like with anything else.

**FUTURE WORKS**

TITLE: SUBTITLE

200 word description.