Book Proposal

Author Name:

Pen Name:

Book Title:

E-mail:

Phone Number:

# Overview

Describe your book in two or three paragraphs (500 words or less).

When writing this copy, think of it as the paragraph that will be on the back cover of your book. Write it as though you are addressing your target audience, outlining what they should expect to gain by buying and reading this book.

# Target Audience

Who is the main audience for this book? How big is that market? Where do you find these people? What are some of their other interests, favorite authors and/or organization associations?

What other groups and types of readers will also be interested?

# About the Author

List your credentials and experience. What are your unique qualifications that make you a subject matter expert in this area? What media outlets do you regularly appear in? List your other groups or organization memberships you hold.

List business profiles you have on Social Media and if you have one, the size of your e-mail list.

# Competitive Titles

This exercise will help you gain a better understanding of the need for your book as well as clearer understanding of your target market.

List at least 4 major competitive titles to your book. Give a brief synopsis, the number of pages and cost. Explain the difference between your book and each competitive title.

# Marketing and Promotion

Share your marketing plan in promoting your book. Where are your marketing efforts focused? List radio shows, magazines, blogs, podcasts and any other media outlets where you can find your target market. List places where you feel your book should be reviewed.

## **Quotes & Testimonials**

What “big name” or “credentialed” people would be willing to submit a quote or a testimonial about you and/or your book? Will they commit to it before you complete your manuscript?

## **Media and Speaking Appearances**

What topics are you considered a subject matter expert and available for media interviews? How are they related to this book? Beyond book stores, what other types of groups and organizations would be interested in having you speak to them?

Describe additional promotional opportunities you will pursue, for example: utilizing a speaker’s bureau for speaking opportunities, using an independent publicist, mailing lists, webinars, workshops, etc.?

Are there interactive, ongoing conversations you can have with your readership to increase engagement?

# Detailed Table of Contents

Include the full Table of Contents, with detailed summaries of each chapter. Give a thorough view of what to expect in the book.

# Sample Chapters

Include one or two sample chapters. We are looking for and accurate feel of what the book will be like. If you would like to include graphics, either include them or add a description of what images you wanted to include.