

Book Proposal

[please replace the text in italics below with your answers until you have a complete proposal]

Proposed Title and Subtitle

by Author's name

Proposed Details

Number of words:

Format (hb/pb):

Illustrations:

Price:

One-sentence summary

Overview

Describe your book in two or three paragraphs (<500 words), including the proposed title and subtitle. What is the key topic, who is the target reader, and what makes your book unique and worthwhile for them? What kind of book is it? Why is it particularly timely and/or important?

Key Features

Pick out the 3-4 'killer' features of your book and present as bullet points. These are particularly useful for sales reps and in catalogue copy.

Target Audience

Who is your core audience, the most likely purchasers of this book? How big is that market? What other groups and types of readers will also be interested?

Author biography

Your credentials and experience. What makes you uniquely qualified to write and promote this book? What other media outlets do you regularly appear in? If you have published books before, provide sales figures.

Competing Titles

List and summarize the major competitive titles and explain why yours is different from each. You are seeking to demonstrate there is an audience for your book by providing examples of earlier, successful books on a similar subject, while at the

same time making it clear how yours is different enough to compel those readers - and others - to buy it. If possible, include sales figures for competing titles.

Marketing and Promotion

What are your plans to actively promote the book? What are the sites, magazines and other media outlets that your target audience pays attention to, and what access do you have to them? Where should you and your publisher aim to get the book reviewed?

Endorsements: What 'big names' would be willing to contribute an endorsement, or even write a foreword? Can you get their commitment before the manuscript is completed?

Media and Speaking: Does this book or your prior experience give you credentials to speak on any current topics in the media? What groups and organizations would be interested in having you speak to them?

Social media: If you've not been able to build a decent platform for you and your message already, the publisher will be justified in wondering whether there's sufficient interest to justify publication. Your social media profile will be key in promotion so indicate where you have a profile, how many followers you have and your plans for using your communities to promote the book.

Describe any additional promotional opportunities you will pursue, eg workshops, tours, your own mailing list, speaking engagements, dedicated website, future books in the series, etc.

Table of Contents

Include the full Table of Contents, with detailed summaries of each chapter. You're aiming to give a comprehensive, detailed map of what the book will contain.

Proposed Back Cover Copy

No more than 2-3 paragraphs, written to appeal to your target reader and setting out clearly the benefits of the book.

Sample Chapters

When you submit your proposal include two or three complete chapters - not just the introduction, but ones that give a sense of the tone, substance and structure of the book. Include illustrations if appropriate.