

Book Proposal Template

Cover Sheet

Type of Book

Proposed Title

Subtitle

Author

Represented by

General Information

One Sentence Description/Premise: Statement of the book's central concept. Word this as a problem and the solution the book provides.

One Paragraph Description: Statement of book's central concept, mission, and main benefits

Objectives/Mission of the book: Why are you writing this book?

Benefits: What will the reader gain by reading this book? Takeaway value.

Distinctives/Uniqueness/Features: How will the book satisfy its promises to the reader?

Overview/Back Cover Copy: Why will the target audience love this book? Word this as if it will be the copy on the back of the book that will win the reader and cause him/her to take the book to the register or purchase it online.

The Market

Primary/Target Audience: For whom is this book written? Be specific. Have a specific person in mind. Describe demographics such as age, sex, education level, felt needs, etc.

Secondary Audience: In addition to the primary audience, who else will buy this book?

Felt need/Motivations: What will motivate your audience to buy this book? What are your readers' frustrations, desires, needs?

Affinity Groups: What groups of people, organizations, etc. are likely to be attracted to this book?

Market Research

What books are in competition with your book? List title, author, publisher, ISBN#, copyright date, central concept, samples of what is covered in that book. What makes your book different from each one of these? Books should have been published within the past 5 years unless a particular book is a classic.

Author

Biography: Give a background including information that establishes the reason why you are the right person to write this book. Include qualifications, credentials, and experience. •
Résumé or curriculum vitae: You are part of what makes your proposed book unique. What experience, education, or affiliations establish your credibility as its author?

Publishing history: List works you have previously published. Include publisher, year, ISBN#, sales history

Contracted books/resources scheduled to be released in the next 2 years. Include project title, publisher, and expected release date

Marketing plans and abilities: Tell us how you are going to help promote your book, including as many of the following strategies as possible:

- o Related publications (newsletters, magazines, websites)
- ♣ For your submission of articles that are excerpts or adaptations of the book's content
- ♣ For publisher's purchase of display ads to accompany your article
- o Organizations or groups that might promote the book through their networks
- ♣ Professional or academic organizations in which you hold membership
- ♣ Affinity groups related to the book's content
- o Your own networks, personal, professional, and virtual
- ♣ Your speaking platform, including upcoming schedule for the next year with dates, locations, and expected attendees: List speaking engagements in the next year.
- ♣ Your website, blog(s), etc. including statistics (email list)
- ♣ Social Media Connections: List all social media sites where you are active. Include your engagement numbers, and what you are doing on each site to maintain regular connections with your followers.

(Details from this section of the template suggested by Judson Press)

Possible Endorsers: Who will give you a written endorsement for this book? Who may be tapped to write your foreword? List names and qualifications. (Think of experts in the field, media personalities, authors, pastors, counselors, etc.)

The Manuscript

Status: How much of the manuscript is completed? Projected completion date.

Word Count: How long do you expect the manuscript to be? State in word count and page count

Biblical Foundation: Upon what passage or concept does this book stand?

Format: Describe how the book is divided. Chapters, sections, thought questions, etc.

Table of Contents

Chapter Synopsis: Include section titles (if any), chapter titles, and a short paragraph describing each chapter's content.

Sample Chapters

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Sharon Norris Elliott, Founder/CEO, AuthorizeMe Literary Firm LLC CEO, www.AuthorizeMew.net