

COVER LETTER

DATE

Your Name
Address

Name
Title
Publishing House/Literary Agency

Dear [First Name]

I am [short bio].

I am excited to be working on my book, currently titled: Title.

Short description of why you are writing the book, the market, and why you are the one to write it.

My proposal is enclosed. I look forward to discussing it with you in the near future.

Sincerely,

Name

TITLE

SUBTITLE

NAME

BOOK PROPOSAL

Contact Info

Proposal Table of Contents

Introduction and Book Overview

Author Bio and Platform

Target Market

Comparative Titles and Competitive Advantage

Marketing and Promotion

Book Table of Contents

Chapter Overviews

Sample Chapters

Introduction and Overview

- Describe the main theme and any subthemes.
- What's significant and unique about your approach?
- Why are you the right person to write the book?
- Consider including a story that demonstrates the impact (about you, a case study, etc.)

Author Bio and Platform

Target Market

Describe your market and typical reader.

Include as many facts as possible and be specific.

Demonstrate growth trends, needs, etc., so you and the publisher can appreciate the need for your book.

Comparative Titles and Competitive Advantage

Identify four books that are similar in some way. (List author, publisher, and date of publication).

Describe how your book is unique and better by identifying what's missing from the others that you will cover.

(If you have trouble, look at Amazon reviews that are critical and see what people have to say was missing from those that you cover.)

Marketing and Promotion

Describe what resources you will use to market your book.

Describe your platform.

Include social links.

Mention any organizations you have connections with.

Book Table of Contents

Foreword

Preface

Acknowledgments

Introduction

Part 1: Part Name

Chapter 1:

Chapter 2:

Chapter 3:

Part 2: Part Name

Chapter 4:

Chapter 5:

Chapter 6:

Part 3: Part Name

Chapter 7:

Chapter 8:

Chapter 9:

Conclusion

About the Author

Chapter Overviews

Insert additional information to demonstrate where you're going with your idea.

Include chapter titles, subtopics within each chapter, and a short synopsis of what each chapter will address.

Introduction

Part 1: Part Name

Chapter 1:

Chapter 2:

Chapter 3:

Part 2: Part Name

Chapter 4:

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Chapter 6:

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Chapter 7:

Chapter 8:

Chapter 9:

Conclusion

Sample Chapter