



Book Proposal Guide

A book proposal is your *business plan for your book*. It shows publishers what your idea is, why readers need it, and why *you* are the one to write it.

This guide will walk you through the **six essential sections** of a professional nonfiction proposal and help you organize your ideas, your platform, and your plan for success.

Section One: Book Overview

Story Pitch (*one-line pitch to hook your readers*):

In one paragraph, describe your book and why the world needs it:

Focus on these key points: The problem your book solves or the transformation it offers, why this book matters now, and what makes it different from what's already out there.

Section Two: Target Audience and Genre

Who is your Ideal Reader:

Focus on what they want to do, what they struggle with, and what they follow/read/listen to

Section Three: Comparable Titles

Identify the genre, and 3-5 similar books

Add 1–2 sentences on how yours is similar or different

Section Four: About the Author

Author bio (*your professional background, lived experience or expertise, speaking, media, or online platform, and/or any prior publications*):

Section Five: Marketing and Promotion

Publishers expect authors to actively promote their books. In this section, you will outline ways you plan to promote your book through speaking, events, or workshops; email list and social reach; collaborations or organizations; media or PR opportunities

Section Six: Chapter Outline

Create a roadmap of your book, including chapter titles and 2–4 sentence summary of what readers will learn.

It is helpful to include chapters already written and edited to showcase writing ability and the tone of the book.

Final Checklist:

Before you submit, make sure your proposal includes:

- ☒ Title page with contact info
- ☒ Overview (hook + promise)
- ☒ Target audience
- ☒ Author bio & platform
- ☒ Comparative titles
- ☒ Marketing plan
- ☒ Chapter outline
- ☒ 1–2 polished sample chapters
- ☒ Proofread, consistent formatting

To submit your book proposal to [Morgan James Publishing](https://morganjamespublishing.com), email Acquisitions Editor Anne MacDonald at anne@morganjamespublishing.com with the subject line: SUBMISSION - Full Name