*A book proposal for*

***Book Title******and subtitle***

*Submitted by*

Author Name

Work: 000-000-0000

Home: 000-000-0000

email@gmail.com

www.yourwebsite.com

*Submitted on*

Date

**NONFICTION PROPOSAL TITLE HERE**

1. Overview
2. Author Bio
3. Production Notes/Format
4. Table of Contents
5. Chapter Synopses
6. Sample Chapters

*Chapter X –* *Chapter Title*

*Chapter X - Chapter Title*

1. Audience/Market Overview
2. Competitive Title Info
3. Promotion
4. Supplementary Materials/Other

**BOOK PROPOSAL**

***\*****Please note that each proposal section should be as clear and concise as possible. The cleaner and simpler, the better.*

1. **OVERVIEW**

Similar to an “executive summary” in a business plan, here you will state the premise of the book and include a strong, unique “hook” that reflects the unique selling proposition for the title. Keep the overview short (1 to 3 pages). Include a catchy, single sentence sales handle describing the project (as if you were doing an elevator pitch).

1. **AUTHOR NAME and BIO**

Include a 2-3 paragraph biography. Don’t be modest. List all of the reasons you are qualified to write this book. Include fun facts about yourself and your hobbies – whatever will highlight your personality. Don’t forget to include any previous publication information. Note if you have had any experience with media.

1. **PRODUCTION NOTES and FORMAT**

State here the projected length of your book and if you wish to include any illustrations, photos, line drawings, etc. Note the envisioned trim size and format (hardcover/trade paper/mass market) of the book as well.

1. **TABLE OF CONTENTS**

This TOC should resemble the actual TOC in your book. The chapter titles should be as informative and engaging as possible while reflecting the overall tone of the material.

1. **CHAPTER SYNOPSES**

In this section, repeat the TOC chapter titles and also briefly explain what each chapter is about. Think about this section as the road map for the book; the information here tips off the reader to the themes of each chapter and shows how everything comes together to convey the overall message of the book.

1. **SAMPLE CHAPTERS**

Green Light Literary requires 2 sample chapters with each proposal. This is where an author shows off his or her writing skills, so select your strongest material. (Needless to say, the chapters you choose may depend on what you’ve already written.) Make sure the chapters clearly represent the book’s tone, depth, and style.

1. **AUDIENCE/MARKET OVERVIEW**

In this section, describe your intended audience. Who is the reader for this book? Who will be interested in your book and why? How big is this market? What is the current competition and why will your book stand out?

1. **COMPETITIVE TITLE INFO**

This is a critical part of the proposal. This section shows you have done due diligence about your competition. Basically, you are making a case for your book’s publication. First, research current titles that are in the same subject area, paying particular attention to best-selling and trendy titles. Then make a list and note how your book differs from each competitive title. Be brief but thorough. Keep in mind that editors may use this list to look up sales figures (if a title happens to be from their publishing house) to determine if there is a viable market for the subject matter.

The easiest way to come up with comparable titles is to search Amazon or browse the shelves at your local bookstore. Please follow this format:

*Book Title*, Author Name, Publisher, Publishing Date, Format (i.e. hardcover or tradepaper), Price (i.e. $19.99)

Like *This Book Title*, *My Book Title* contains XYZ. It also includes XYZ.

1. **PROMOTION**

The purpose of this section is to highlight how you can be the best advocate for the title.

This is where you’ll outline your personal media platform – meaning any vehicle you have for reaching your target audience. Do you have a website, a blog with a hearty mailing list of subscribers, social media presence via Facebook, LinkedIn, Twitter and/or Instagram? Indicate the total number of followers on each site. Do you have endorsements or testimonials from your audience? Do you have media contacts? Have you been on tv or radio? Do you do speaking engagements? Lectures? Do you teach?

1. **SUPPLEMENTARY MATERIALS/OTHER**

Do you have any other material you want to include with the proposal to reinforce your gravitas for this project? For example, do you have articles that demonstrate the timeliness of your subject matter? Do you have photographs or other relevant documentation? Do you have previously published books or articles to share?

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NOTE: As previously mentioned, there is no industry standard for a non-fiction book proposal although all proposal documents are similar in format.

Every day, agents and publishers are inundated with query letters and proposals. Recent marketplace observation suggests that the most well-received proposals are short, clean and crisp. So, while there are many components outlined for the proposal template above, please know *less is more*. Write your proposal for someone with a short attention span. This forces you to clarify your ideas.

For additional resources about writing a nonfiction proposal, please check out Michael Larsen’s book, *How to Write a Book Proposal*.