

BOOK PROPOSAL OUTLINE

Grab an editor's attention by including the following items in your proposal:

Hook

A paragraph similar to back-cover copy that will entice readers to pick up your book.

Summary and purpose of book

One or two sharply focused theme sentences and takeaway value for the reader.

Target market

Who is your audience?

Uniqueness of book

What other books are available on your topic (include title, author, publisher, date, brief summary with slant), and how does yours differ?

Chapter summaries (nonfiction): a short paragraph summarizing the content of each chapter
OR **plot synopsis** (fiction): 2-5 pages that summarize the main plot from beginning to end

Specifications

E.g., page length or word count, any graphics, discussion questions at ends of chapters.

Optional series (if appropriate)

Marketing plan

What will you do to reach your target audience?

Possible endorsements

Your credentials

Brief bio
Writing credits
Media experience

Delivery date

When you expect to finish the book

Sample chapters [include only the first chapter for conference manuscript evaluation]

2 or 3 chapters