

Full Name  
Street Address or P.O. Box  
City, State Zip  
Phone Number  
Email Address  
Website

TITLE:  
SUBTITLE

Descriptive Third Section of Title (if applicable)

By  
Author Full Name

A Nonfiction Book Proposal

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CONCEPT

***ADD Title of book then write a brief description of what the book offers and what specific reader needs the book will meet.***

***ADD the reason this book is needed, using statistics and updated research that supports your claims.***

***Why would (enter a brief description of your book and its main benefit) gain reader interest?***

***In (ADD Book Title), (STATE your PROMISE to readers).***

## MANUSCRIPT DETAILS

**Title** – *Bold and Italicized*

**Author** –

**One line summary** – *Start with title in bold and italics.*

**Category** –

**Tone** –

**Target audience** –

**Manuscript length** – Chapters, word count, including optional back matter (be as specific as possible).

**Scripture Memorization** – If applicable, w/ description

**Reflection Questions** – If applicable, w/ description

**Text Box Option** – If applicable, w/ description

**Optional Bible Study:** If applicable, w/ description

**Unique Selling Proposition** – *Start statement with title in italics* then add the promise that makes your book stand apart from other books in the genre or market comparisons.

**Estimated completion** – Three months from contract (This is a suggested time frame)

**Alternate title** – *At least one alternate title should be provided, in italics*

## APPROACH/STRUCTURE

### **Elements:**

Each chapter in (*add title*) includes (be specific).

### **Takeaway:**

### **Reflection:**

### **Additional Resources:**

ADD optional back matter or any other resources in the book.

### **Journaling Options:**

If applicable, w/ description

### **Study Options:**

If applicable, w/ description

*Start with title in italics* then be specific on what the options are and how they can be used (ie. personal study, Bible study groups, book clubs, interest groups, and online reading groups).

AUDIENCE

**Primary:**

My primary target audience consists of (be very specific)

**Secondary:**

If applicable, w/ description

READER BENEFITS

Be creative and specific

## 6 MARKET COMPARISONS

Commend the books already in the market and why they are important, then share why your book is set apart and what your book adds to what is already available to readers. Preferably find comparisons released within the last three years. Make sure the entire comparison fits on one page, even if this section has to be 2 pages long.

**1. Author Last Name, Author First Name. *Title of the book: Subtitle (if applicable).* (Publishing Company, Year of Publication).**

Share how this book adds value to the market and how your book is the same and different, as well as how your book adds more value to what the market already offers readers. Keep this to one paragraph.

## MARKETING

### **Secured Endorsements**

ONLY add author names if they have agreed to endorse the book. Include their most recent book titles, especially if they target the same audience as your book targets.

### **Potential Endorsements and Possible Influencers**

I plan to request a read for endorsement and/or participation as an influencer from authors in my network, who serve or are a part of my target audience. My contact list includes, but is not limited to: ADD all of the people who have the potential to reach your target audience.

### **Online Launch and Marketing**

BE specific and keep this section short and to the point

### **Promotional Items for Distribution**

BE specific and keep this section short and to the point



### **Promotional Ideas**

(Add suggestions according to your talents, your local options, and your network contacts.)

1.

### **Multiple Sales Promotion / Special Promotions and Ministry Opportunities**

ADD any ideas that will help you sell more than one book to each buyer. Will you do promotions, special sales at events, holiday events with special deals, or buy one donate one events?

MARKETING MEMES: SAMPLES

Adding 2-6 meme samples is highly recommended. Use full-color, side by side format, to fit 6 on a page.

## AUTHOR BIO

ADD Author Photo (Full-Color Thumbnail)

ADD your bio, including publishing credits, education, and personal information. Write in third person, with a tone that is true to your writing voice. This is where you can be creative and state your mission, as well as your passions.

## CHAPTER OUTLINE

***ADD title and subtitle (if applicable) in bold and italics*** By ADD Author name

Note: ADD information that the agent/editor will need when reviewing your chapter outline. For example, note if there are specific sections that serve a specific purpose in each chapter.

1. START with the Introduction chapter (if applicable) then ADD each Chapter Title (with Scripture reference, if applicable)

Summarize the chapter in 1-5 sentences, like a pitch to make agent/editor want to read more and reveals your main point and take away. Be specific. You are not trying to create a cliff hanger. If you have sections that serve a purpose in each chapter, note them here. For example, if you are including Bible verses or suggesting additional reading, note the verses. If you have reflection questions or takeaway statements, note them here. Be as specific as possible. You are giving away every chapter so that the agent/editor will see the value of each chapter. Repeat for each chapter.

Center Title

*Center Bible verse (if applicable)*

START three chapter sample here. Make sure you check the format and page alignment before submitting and ensure all page numbers are correct in your proposal's table of contents.