

Last name, book title proposal

Title

your name

include a headshot

optional logo of literary agency

*If applicable:*

Represented by (agent's name)

email

Phone number

**OR**

Your contact information

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## Manuscript

- A. Genre:
- B. Tags: *ex: Parenting, Motherhood, Humor, Mommy Blog*
- C. Anticipated word count: \_\_\_\_\_ words
- D. Status: *ex: seventy-five percent complete*
- E. Completion: \_\_\_\_\_ months upon signed contract
- F. Appendices: (optional)
- G. Features: *ex: tables, recipes, photos*
- H. Alternate titles: *be open to suggestions*
- I. Endorsements:

## Overview

*Explain the overall concept of the book This is the first thing the publisher sees. Make it count.*

## Approach

*My book will do this:*

*This is how:*

## Takeaway

*What are the readers going to be left with? What promises are you making? What can you deliver to them? Why is your book necessary? Can use bullet points.*

## Sections

*Ex: Foreword, Part One: House, etc Bibliography, resources*

## Target Reader

The target reader for (*book title*) is a \_\_\_\_\_

Can include bullet points of the descriptions of your target reader.

Overall, the target reader fits this demographic:

## Affinity Groups

## Marketing Plan

*Sell yourself. This is a HUGE part of your proposal. How many books can **you** sell????? List the places you can speak, the connections you have, the things you've done, organizations that will support your book, etc.*

A. Biography:

Last name, book title proposal

Some people will put a bio section here. You can also use this section to break up the pieces of your bio.

B. Publication Credits, aka Publishing History

Where have you been published? Where or for whom are you currently writing?

I have been published in these widely circulated popular magazines:

I am willing and able to set up a virtual book tour with the following well-known bloggers and vloggers:

C. Speaking Engagements:

I have radio connections with \_\_\_\_\_. List their audience size.

I am on TV with....

D. By the Numbers

Website: list your site here. They're looking for **unique** visitors

Facebook:

Twitter:

LinkedIn:

Google+:

YouTube:

\_\_\_\_\_:

\_\_\_\_\_:

E. Optional Titles

F. Possible Endorsers

**Comparative Works:**

List books that are selling well!! You want to show the publisher that your book can sit next to a bestseller on a bookstore shelf.

Format example if you're writing a dating book for YA:

*I Kissed Dating Goodbye* by Joshua Harris. Publisher. Date.

Description of how our books are similar and what sets mine apart.

**[INSERT PAGE BREAK]**

**Chapter Breakdowns**

*Outline your book. The publisher needs to see that you have a clear idea of where the book is going.*

(Example from my proposal for *The Cinderella Rule*)

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### Chapter Eight: *Availability*

A boyfriend should not own our time, dictate our schedule, or demand an audience with us. It's important to keep our own friends and continue our hobbies, activities, and interests while slowly adding in couple activities. Our boyfriend is not our identity, and in this chapter we'll learn the signs of an unhealthy relationship.

**[INSERT PAGE BREAK]**

### Chapter Sample(s)

*Start with the introduction and include a couple of your best chapters. They want to see how well you write, so make it awesome!*

#### **Tips:**

- Use the book title whenever possible instead of “my book.”
- Use your name instead of “I.” For example: Bethany Jett will speak at... Bethany's first book...
- If you have a list of three, make it into bullet points.
- Use a section break whenever you're starting a heading close to the bottom of the page.
- When using a link, highlight the text and hyperlink the name of whatever it is you're wanting them to see. Do not paste a URL in the document.

For example: See Bethany's [review of Meet Edgar](#), a social media scheduling app.

NOT: See Bethany's review of Meet Edgar (<http://www.bethanyjett.com/meet-edgar/>) a social media scheduling app.