



Sections of a Nonfiction Book Proposal

- 1. COVER SHEET** (title and subtitle of book; author's name, address, phone, fax, email)
- 2. TABLE OF CONTENTS**
- 3. CONCEPT STATEMENT** (optional—briefly state the target audience, why they need this book, why your book is unique or timely, why you are an authority on the topic, and what your book offers that other books don't).
- 4. OVERVIEW** (how you came to write the book—weave in attention-getting facts; this must be the most compelling part of your proposal!)
- 5. PURPOSE OF THE BOOK** (what will your book do? what need will it fill? how will it benefit readers?)
- 6. DESCRIPTION OF THE BOOK** (give page length, trim size, and sales price; describe type of illustrations)
- 7. THE MARKET/AUDIENCE** (who will buy your book? why do they want or need it? give statistics!)
- 8. COMPETITIVE BOOKS** (what else exists? where is it shelved? how is your book new and better? how does your book differ from all other books on this topic?)
- 9. MARKETING OF THE BOOK** (bookstores, book clubs, Internet, clubs, associations)
- 10. SPECIAL SALES** (if applicable—these are sales outside of a bookstore environment such as retail store chains, specialty stores, catalogs)
- 11. PROMOTION & PUBLICITY** (list newspapers, magazines, TV & radio stations that the publisher should contact)
- 12. AUTHOR'S PROMOTIONAL CONTRIBUTION** (list everything you'll do to make the book successful; be sure to include Internet sites you'll contact and all of your ideas for author appearances and events)

- 13. COMPLETION OF THE BOOK** (state that “x” months from date of contract you will deliver the manuscript—usually a 9-12 month period is allowed)
- 14. SEQUELS** (optional—list 1-3 other projects that interest you and that have a large audience)
- 15. ABOUT THE AUTHOR** (your background and experience; why you are the best person to write the book)
- 16. CHAPTER OUTLINES** (use outline verbs – see pp. 96-97 of *How to Write a Book Proposal* by Michael Larsen)
- 17. TWO SAMPLE CHAPTERS** (your first chapter to set the tone for book and your best chapter)
- 18. CLOSING THOUGHT** (optional—an uplifting quote that pertains to the subject matter of your book)
- 19. ATTACHMENTS** (exhibits that will enhance your credibility and the importance and timeliness of your book)

Recommended Books:

- *How to Write a Book Proposal* by Michael Larsen
- *Write the Perfect Book Proposal: 10 That Sold and Why* by Jeff Herman & Deborah Levine Herman
- *Nonfiction Book Proposals* by Elizabeth Lyon