Proposals that Grab Attention of Editors and Publishers
By Karen Whiting

Why write a proposal??
- Defines book
- Shows need for books
- Shows benefits for reader
- Shares why you are the one qualified to write it

THE PROPOSAL ELEMENTS/SECTIONS
Opening
- The hook, descriptions, audiences, reader benefits
- This is the pitch-13 seconds to grab attention
- Show reader benefits-why someone will buy it

Overview and TOC
- A little longer description of the book and vision of its progression
- NF Table of contents with short descriptions of each chapter
- Fiction-synopsis of book

Market Analysis
- Place to compare titles
- Comparison highlighting uniqueness of book from competition
- Show stats and articles that highlight the need for the book

MARKETING PLAN
- VIP section of proposal
- Develop a plan that shows how you’ll reach audience
  - Social Media
  - Print (articles)
  - Web site/blog/newsletter
  - Media
  - Expertise
  - Speaking/webinars

Author Bio/qualifications
- Relevant background to book concept
- Experience in writing
- Sales record

Sample chapters
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