

BEFORE YOU BEGIN:

- A book proposal should be written in third person. Please refer to yourself by either your first or last name (choose one and be consistent) or as “the author.” The Sample Chapters are the only exceptions.
- Take the time to write clearly, powerfully, and concisely. Longer is not better! (15 pages or less—excluding samples—is ideal.)
- Note: Delete all instructions when complete.

[Cover Page]

NEW BOOK PROPOSAL

Working Title

[*Title: Subtitle*]

Author

[Name, Title (if applicable)]

Hook

[One or two-sentences—ideally 75 words or less—of the book’s plot with a very strong hook.]

Represented By

[Agent Name], Agent of Record for [Author Name]

[Agent Info]

[End Cover Page]

Brief Premise

[Convey the premise of the book in nine sentences or less. Cover only the first few chapters of the novel, focusing on only the most important characters and details and ending with a cliffhanger question.]

Book Details

- **Category:** General Fiction / Historical Fiction / Romance Fiction / Mystery / Suspense / Adventure, etc.?
- **Proposed Format:** [Hardcover, or Trade paper?]
- **Word Count:** ____ [Typical word count for a first-time novel is between 80,000 to 120,000.]
- **Status:** Complete [Manuscript must be complete.]

Series Extension Possibilities

[Optional. Include other title ideas and a one sentence description if this book is part of a series.]

Spiritual Theme and Takeaway

[Write a brief paragraph about the role of faith in the novel and the reader takeaway.]

Target Audience

[Examples:

- Readers of _____ fiction, especially those who enjoy work by authors such as _____. [Include description of writing style, character treatment as it relates to target audience.
- Readers who enjoy _____ [interest, hobby, area of study] may also be interested in this novel about _____ [how interest is featured in novel].

Full Plot Summary

[Two to three pages or less, double spaced. Written in present tense, include all major plot points from beginning to end. The first time a character is mentioned, the name should be in all CAPS.]

Complementary Works

[Consider: What are the readers in your target audience reading right now? Where does your book fit in the current market?

Briefly list and summarize five similar titles released in the last five years by Christian publishing houses and explain why yours is different from each. Include 1.) title, author, publisher, and year of each book, 2.) one-sentence to summarize the comp title and how yours is similar, and 3.) one sentence to describe how your book is different and still needed.

Three goals: 1.) Identify a gap in the current market, 2.) Prove there is an audience who would find your book interesting as demonstrated by similar successful books, and 3.) Make it clear how yours is different enough to compel those readers to buy it.

Look for works from the following publishers only (in alphabetical order): Barbour, Bethany House, Focus on the Family, Harvest House, Howard, Kregel, Revell, Thomas Nelson, Tyndale, WaterBrook Multnomah, Worthy, Zondervan. Note: Exclude both self-published works and best-sellers. May include an introductory paragraph that acknowledges the best-sellers on this topic, but do not list them as true comp titles.

Pro Tip: Search key words at Christianbook.com, exploring their “Other Customers Also Purchased” and “Related Products” features. From there, try Amazon’s “Frequently Bought Together,” “Products related to this item,” and “Customers who viewed this item also viewed” features.]

About the Author

[Why you? Why are you the best person to write this book? Why will publishers be delighted to work with you? Please write up at least two-thirds of a page double-spaced about your background and qualifications (if applicable) to write this book, writing history including previous published materials, marketing commitment, contact info, etc.]

Publishing History

[Overview or chart of author’s previously published work and sales totals, if any.]

Praise for the Author

[Optional, but *very* helpful. If you already have endorsements for this project or previous books, include them here.]

Author Platform and Promotion

[Please provide a bulleted list of professional/business associations, bloggers, conferences, or media contacts; include relevant data about the size of their platform. Please expand on **how** you will use your professional associations and network to specifically promote this book. Be sure to include specific **past, present, and future** examples of the suggestions below.

Example: The author is a _____ (___+ years) who will work closely with the publisher to

actively promote *[title]* through:

- **Endorsers/Influencers.** Please list 10 of the most influential Christian authors and other Christian leaders you consider friends or acquaintances that you expect will be willing to endorse or promote your book, including a very brief byline that includes relevant platform information. Are there other prominent people you would be willing to ask? Any dream endorsers with the help of a publisher?
- **Organizations/Ministries:** If you work for an organization, what is their reach? (i.e. their email list, and monthly/yearly page views) Are you connected with any ministries that would feature your book? How would they do that?
- **Personal and Professional Networks:** bloggers, associations, alumni, etc.
- **Speaking Engagements,** such as regional and national conferences, ministries, etc. Give examples past, present, future. Include the title of your message and your best guess as to size of the audience.
- **Website/blog:** Do you have a website and/or blog? How often do you update your site? What is your reach (monthly page views)? Prove you're growing.
- **Email List:** Do you have an email list (newsletters) and how many contacts do you have? How often you send an email and how are you growing your list? Publishers love to see that you already have a database of 3,000 to 5,000 names (or more) to whom you can market your book when it comes out.
- **Social Media, etc:** presence on at least one platform (Instagram, Facebook, Twitter, Pinterest, YouTube, etc) with clear evidence of engagement. How many followers and how often do you post? (Other ideas include your Amazon Author Central and Good Reads profile.)
- **Podcasts.** A podcast with a growing audience, or frequent guest spots on others' podcasts. How many downloads/listeners/reviews?
- **Media:** What media outlets (blog, magazine articles, radio, television, etc) are already reaching your target audience most effectively? How might you join forces with that outlet? What is their reach?
- **Launch efforts**
- *Other creative ideas?*

Future Book Ideas

[Optional. List any future books you would like to write along with a one sentence summary.]

Sample Chapters

Chapters ____ - ____ are included on pages __ and following. The full manuscript is available upon request. [Include the first 5,000 to 7,500 words. Note: The rest of the manuscript should be complete and ready for submission if requested.]