

[Title], [Author first initial and last name]

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.”
- 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. Remove Credo logos prior to submitting to another agency or publisher.

[Cover Page]

NEW BOOK PROPOSAL

Working Title

[Title: Subtitle]

Author

[Name, Title (if applicable)]

Brief Premise

[A one or two-sentence statement—ideally 75 words or less—of the book’s basic concept with a very strong hook.]

Represented By

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

[Agent Info]

[End Cover Page]

Overview

[Summary of the book's content/plot, themes, and spiritual takeaway(s). One or two brief paragraphs.]

Alternate Title Ideas

[List at least two or three alternate titles and subtitles, no repetition.]

Book Details

- **Format:** [Board book, picture book, chapter book, etc.? (See options below) Hardcover or Paperback?]
- **Page Number:** [Board books are 16 to 24 pages, broken into 8 to 12 spreads; picture books are most commonly 32 pages, but can be 24, 40, or 48]
- **Word Count:** [See below]
- **Age Range:** [Or Grade Level; see below]

[Please observe the following formats, age ranges, and word counts, but keep in mind that these will vary from publisher to publisher:

- Board Books (ages newborn to 3 years): Preferably less than 100 words, 300 max; sweet spot = 50 words
- Picture Books (ages 4-8): 250 to 1,000 words
 - Early Picture Book: 400 words max
 - Picture Book: Ideally less than 600 words, 500 is current sweet spot for most publishers, some prefer closer to 850
 - Nonfiction Picture Book: Most publishers prefer under 1,000 unless very good reason to go higher
- Early Leveled Readers (ages 5-9): Typically 1,000 to 1,500; 3,000 max; sweet spot = 1,200 words
- First Chapter Books (ages 6-9 or 7-10): varies widely, depending on grade and reader level, often starting at 4,000 words and up to 15,000 words max, but ideally 10,000 or less. Current sweet spot = 8,000
- Middle Grade (ages 8-12): Anywhere from 15,000 to 50,000 words; sweet spot = 35,000
 - Lower Middle Grade (ages 7-10): 15,000 to 35,000
 - Upper Middle Grade (ages 10-13): 45,000 to 55,000
- Young Adult (12-18 and 16-25): 40,000 to 80,000; sweet spot = 70,000]

Line Extension Possibilities

[Optional: List additional ideas if you hope to start a series of books]

Target Buyers

[Please note that your target buyers are not the same as the target audience for children’s books, although you will likely describe both here. Focus primarily on their motivation for buying your book.]

Primary:

Secondary:

Reader Benefits

[Bulleted list of 5 to 7 key benefits]

Current Interest

[Optional—Are there any reasons to believe people are more interested in this theme now than in the past? One or two brief paragraphs.]

Unique Angles

[Sometimes called Unique Selling Proposition or USP. How is your book different from other books on the market today? List 4-6 bullet points of what makes your book stand out above the crowd.]

Complementary Works

[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, format, 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.

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. Look for works from the following publishers (in alphabetical order): B&H, Barbour, Beaming Books, Broadstreet, David C. Cook, Eerdmans, Focus on the Family, Harvest House, InterVarsity Press, Iron Stream, Kregel, Tommy Nelson, Tyndale, WaterBrook Multnomah, Worthy, ZonderKidz

Pro Tip: Search Christianbook.com first, paying attention to the “Other Customers Also Purchased” and “Related Products” features before checking Amazon.]

About the Author

[*Title*], [*Author first initial and last name*]

[Why you? Why are you the best person to write this book? Why will publishers be delighted to work with you?

Please write up two-thirds of a page double-spaced about your background and qualifications to write this book, explain what makes you an expert on your topic (if applicable), briefly mention your previous published works, your platform, the national and regional media interviews you've done, the types of speaking engagements you've done or anticipate doing in the future, etc. Make this section fun and interesting; let your personality shine! For additional tips, see "[The Very First Thing I look at in Your Book Proposal and Why](#)"

Contact Information: Include your Name, Address, City, State, Zip, Phone, E-mail

Writing and Sales History

[Please list any books you've previously written (even if self-published) with sales figures; also list magazines or journals in which you've had articles published, as well as any awards received.]

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** (not your publisher) will use your professional associations and networks to specifically promote this book; prove you will be a good steward. Be sure to include specific **past, present, and future** examples of the suggestions below, if applicable.

Example: The author is a writer and speaker of ___+ years who will 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 and relevant platform information. How will they promote it? (To their email list, website, social media, stores, magazine/newsletter, church, business, etc.?) Are there other prominent people you would be willing to ask? Any dream endorsers with the help of a publisher? Will one of these be willing to write a Foreword?
- **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. Who will invite you to speak when your book releases?
- **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.

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- **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.) Tip: Pick two platforms and focus on those.
- **Podcasts.** A podcast with a growing audience, or frequent guest spots on others' podcasts. How many downloads/listeners/reviews? (Research possibilities at www.podcastguests.com or www.podmatch.com)
- **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?
- **Bulk Purchases.** Are you willing to purchase 1,000+ copies at a steep discount from the first print run? Are there resources (ministry, education, church, business, media) or stores (church, ministry, organization) that will purchase in bulk, perhaps for donors (as a gift) or for a special event?
- **Launch plans**
- *Other creative ideas?*

Future Book Ideas

[If different from Line Extension Possibilities above]

Manuscript

[Include the completed manuscript, ideally with textual page break/spread indicators. Include notes for the illustrator only if necessary to understanding the story line. Example:

Page 1 — Title Page

Pages 2-3 — Copyright and Dedication

[Insert dedication here.]

Pages 4-5 (Spread 1) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 6-7 (Spread 2) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 8-9 (Spread 3) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 10-11 (Spread 4) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 12-13 (Spread 5) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 14-15 (Spread 6) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 16-17 (Spread 7) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 18-19 (Spread 8) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 20-21 (Spread 9) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 22-23 (Spread 10) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 24-25 (Spread 11) — Art Note (Optional): Add any art direction here.

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[Insert text here.]

Pages 26-27 (Spread 12) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 28-29 (Spread 13) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Pages 30-31 (Spread 14) — Art Note (Optional): Add any art direction here.

[Insert text here.]

Page 32 — Parent Page (optional) / About the Author

[Insert text here.]