

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

1-3