

NEW BOOK PROPOSAL

Please note:

- *A book proposal should be written in the third person. Please refer to yourself by either your first or last name—choose one and be consistent—or as “the author.” The Back Cover Copy and the Sample Chapters are the only exceptions.*
- *Take the time to write clearly, powerfully, and concisely. Longer is not better!*

PROPOSED TITLE

[Title]

AUTHOR

[Name, Title (if applicable/relevant)]

PREMISE

[A one sentence description of the book's basic concept, theme, or plot.]

REPRESENTED BY

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

OVERVIEW

[Summary of the book's content, themes, spiritual takeaway(s). Less than one page long.]

FORMAT

- Hardcover/Softcover
- Page Number:
- Full-color illustrations (if applicable)
- Rhyming Text (if applicable)

AUDIENCE

[Ideally, your audience descriptions may include demographic and psychographic information such as gender, age, education-level, socioeconomic status, geographic location (if any), religious affiliations, etc., and their motivation to buy your book.]

READER BENEFITS

If readers in the target market purchase and read [*book title*], then they will...

[Bulleted list of 5 to 7 key benefits]

Because the book will...

[Bulleted list of corresponding explanations]

FEATURES

[How is your book different for other books on the market today? What's your book's unique selling proposition? List 4-6 bullet points of unique angles and features.]

COMPLEMENTARY WORKS

[Briefly list and summarize the major, recent complementary titles and explain why yours is different from each. Two goals: prove there is an audience who would find your book interesting as demonstrated by earlier successful books, and secondly, make it clear how yours is different enough to compel those readers – and others – to buy it. Include title, author, publisher, and year of each book, along with a one sentence description of how your book is different.]

ABOUT THE AUTHOR

[Please write up at least two-thirds of a page double-spaced about your background and qualifications to write this book (if applicable). Make this section fun and interesting; let your personality shine!]

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

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.]

AUTHOR NETWORK AND PROMOTION

[Please provide a bulleted list of bloggers, conferences, or media contacts; include relevant data about the size of their platform. List specific ways you will leverage your associations and networks to promote this book.]

LINE EXTENSION POSSIBILITIES [or list **FUTURE BOOKS** and other products you want to create, such as a DVD or CD ROM, Leader's Guide, Devotional, etc]

MANUSCRIPT

[Include the completed manuscript. As needed, include notes/ideas for the illustrator.]