

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: Subtitle]

AUTHOR

[Name, Title (if applicable/relevant)]

PREMISE

[A two- or three-sentence statement of the book’s basic concept or thesis. Identify the need and then propose a solution.]

REPRESENTED BY

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

OVERVIEW

[Catchy introduction that summarizes the book’s content and reader benefits. Less than one page long.]

CATEGORY

[Please use a line from the Christian Retail Sub list: <http://bisg.org/page/Religion> If more than one applies, you can list both categories, but you cannot create a new category.]

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.]

Primary:

Secondary:

Tertiary:

PURPOSE AND FELT NEED

[This section should explain your purpose and motivation for writing this book, what you hope to accomplish in the readers’ lives through this book, and why readers feel they need to read this book. Please note: The felt need is not why *you* feel they need to read the book, but what need readers are already aware of and so are seeking a book to fill that need.]

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]

CURRENT INTEREST

[Optional—Are there any reasons to believe people are more interested in this theme now than in the past?]

UNIQUE ANGLES

[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.]

COMPETING/COMPLEMENTARY WORKS

[Briefly list and summarize the major, recent competitive 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.]

PROPOSED BACK COVER COPY

[Optional—include an endorsement and highlights from previous pages of this proposal]

POTENTIAL ENDORSERS

[Please list about 15 of the most influential Christian authors and other Christian leaders you consider friends or acquaintances. If you already have some endorsements, include them here or in the Proposed Back Cover Copy section.]

ABOUT THE AUTHOR

[Please write up at least 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, list your previous published works, your platform (very important!), 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!]

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 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:

- networks: bloggers, associations, alumni, etc.
- regional and national conferences, etc.
- speaking tour to promote book in # of cities throughout the United States
- news releases sent to more than _____ key media contacts across the nation
- live and taped interviews broadcast on more than ___ Christian radio stations
- feature articles published in more than ___ leading Christian periodicals
- feature articles published by ___ leading Christian online ministries
- _____ Web site and e-promotional strategies
- *other creative ideas? * * **

CHAPTER-BY-CHAPTER SYNOPSIS

Chapter 1: [Chapter Title]

[Write two or three sentences about each chapter, emphasizing the content focus and reader benefits of each chapter. Brief is best!]

Chapter 2: [Chapter Title]

BONUS MATERIAL

[Make a list of any bonus material you'll include in the back of the book. Examples: Correspondence, About the Author, Free Online Resources, Recommended Reading, etc]

OTHER DETAILS

Format: [Hardcover, Trade paper, w/DVD or CD ROM, or ?]

Word Count: _____ [A traditional trade book tends to be between 40,000 to 60,000 words with an average of 50,000. If you haven't already completed the manuscript, take the number of words in a sample chapter and multiply it by the number of chapters to get an estimated word count. Generally speaking, each chapter should run between 4,000 and 7,500 words.]

Page Count: _____ [Divide the word count by 275 and round off]

Deadline: _____ months after a signed contract [usually 3, 6, or 9 months—how soon can you finish the entire manuscript?]

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]

SAMPLE CHAPTERS

The Introduction and Chapters ___ and ___ follow on pages ___ to ___.