

Book Proposal Checklist

PART ONE: THE COVER LETTER

- A one page introduction** to the project along with a little bit about you and why you wrote the book.
- Contact Info:** Include your name, address, email address, and phone number.

PART TWO: THE PROPOSAL

- A one sentence summary of the book.** This is also known as the Hook.
In non-fiction it answers the question "What is your book about?"
In fiction it answers the question "What is the story?"
- Summary or Back Cover Copy**
What would go on the back cover of the book? A Headline and then two or three short paragraphs.
- Manuscript Status**
Full book's word count (not page count). Proposed delivery date.
- About the Author**
Your credentials. Why you are the right person to write this book. Include past sales history if you have been previously published.

PART TWO: CONT.

- Market Analysis**
Identify who the ultimate reader will be. Profile that target reader.
- Competitive Analysis**
Identify your competition. List the titles and authors and how yours is different.
- A Marketing Plan**
A description of potential marketing channels to which you have access (e.g. contacts you have in key organizations, groups where you regularly speak, well-known people who you know will endorse the book, social media strategies.) Include all the things you would do for your book if you were publishing independently.
- Synopsis or TOC**
Non-Fiction proposals include:
Annotated Table of Contents – one paragraph for each chapter
Fiction proposals include:
A three page single spaced synopsis of the entire story.

PART THREE: SAMPLE CHAPTERS

- The first three chapter in the book.
Or, if your chapters are short, try to limit the sample to about 50 pages.