

Book Proposal Guidelines

1. Working Title. What title do you suggest for the book? Include a subtitle.
2. Table of Contents. Consider how the book is to be arranged. Arrange according to compelling elements to be included. Provide a brief paragraph describing each chapter.
3. Synopsis of Book
 - a) Why did you write the book?
 - b) What do you want the reader to gain after reading the book?
 - c) Who is the audience? Is it written for adults, children, teens, professionals?
 - d) Why is this book compelling? What makes it unique?
4. Biographical information of author. Determines what makes you qualified to write the book.
 5. Two or three complete chapters
 6. List other books on the market that compete with your book. Do your research.
 7. What is your marketing strategy? What is the marketing plan for the book? How involved will you be in the marketing efforts?
 8. Do you have important or national contacts, media contacts, connections, or a commanding audience?