

INGREDIENTS OF A POWERFUL BOOK PROPOSAL

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One-Page Sell Sheet

First line: title, genre, and word count

Tagline: one line pitch of your book

Back book cover paragraph: about 200 words that will hook the reader and convince them they need to buy your book

Abbreviated bio: years you've been writing along with some recent publications

Author photo: use a recent photo

Biographical Sketch

Writing experience

Education

Achievements

Prior publishing history

Story Synopsis/Chapter Review

Fiction: One- to three-page synopsis of your story

Non-Fiction: Summary of each chapter

Market Analysis

This is an overview of your reading audience.

Competitive Analysis

Identify novels published within the past five years that are similar to your proposed work. Explain how your book is superior and/or provides a new slant on your topic. List the title, author, publisher, and year the competitive books were published.

Marketing Plan

How you will sell your book.

List schools, organizations, and people you know who you can tell about your book. Social Media numbers must be mentioned. If you do not have a website, get one now.

Most agents and publishers want you to prove numerically that you can sell 8000 books quickly.

History of the Manuscript

Please tell us if the manuscript has been submitted to editors and/or publishers by yourself or another agent.

Three Chapters

For fiction send the first three chapters. Non-fiction can be your choice of the first three or what you feel best showcases your book.

Tips: ALWAYS read the submission guidelines before submitting your manuscript.

ALWAYS have your proposal professionally edited.

ALWAYS send the proposal to one person at a time.