### Title

Subtitle

By Author

Represented by:

Add agent if you have one

© Copyright

**DATE:**

### **TITLE:**

**AUTHOR:**

**HOOK:** one sentence

**AUDIENCE:** Be specific.

**MANUSCRIPT:**

How many pages or word count

**CONTENTS use bullets to share content**

**MOTIVATIONS** Why would someone buy the book

**AFFINITY GROUPS** Organizations that would be interested in book/possible influencer

groups

**Rights Offered:** Book rights

**Author’s Credentials bulleted list**

**INCLUSIONS:** Proposal and sample chapter

**OVERVIEW**

One to three paragraphs

**TABLE OF CONTENTS**

**THE MARKET/AUDIENCE**

**Characteristics of the target audience**

**MOTIVATIONS**

**Why people will buy the book (elaborate on above)**

**Affinity Groups**

**MARKETING PLANS**

**MARKET ANALYSIS**

**Competition: (list several, starting with most recent pub date)**

*Title,* author

Publisher, ISBN, pub date, page count

Brief description of contents

**Comparison**

Explain why your book is unique to the competition that shows why it will fit in the market and sell

This is not a time to dish the competition, but a time to highlight your book’s need

Bullet list of url links to articles and stats that support need for book

**NEED FOR BOOK**

Use links to articles and stats that show size of audience and felt need

**MARKETING PLAN**

Bulleted list of plans to market book

Cover as many areas that you can do and be as specific as possible (use numbers)

YOU CAN USE A BULLETED LIST AND THEN CHOOSE A FEW TO ELABORATE ON

Speaking live, webinars

Media

Social networking

Print promo (articles, blog, postcard campaigns etc)

Expertise (where you are quoted)

**AUTHOR BIO**

Highlight what is relevant to the book and your marketing experience

Awards

**Published Books / Sales Figures**

**Contracted books**

**TABLE OF CONTENTS**

This is a more detailed TOC with a paragraph or bullet points for each chapter

**Sample of book**