



# Elk Lake Proposal Guidelines

**Your proposal should include the items discussed below. Attach them as a single file to an email with "submission: title, author's name, and word count" in the subject line and send to [Deb@ElkLakePublishingInc.com](mailto:Deb@ElkLakePublishingInc.com)**

## Proposal Cover email

The following information should be included: title/genre/word count and appropriate contact information (name, mailing address, telephone(s), preferred e-mail address, agent). This e-mail should interest me in reading your proposal. Attached to the email should be the information listed below. Note: the attachment's file name should be descriptive—author name, title of work, fiction or nonfiction proposal. (Please submit attachment in Word.doc or Word.docx format.)

## 2. One-Page Sell Sheet

- The first line of a sell sheet includes the title, genre, and word count
- Tag line: one-line pitch for your book (required for nonfiction; optional for fiction)
- Back cover paragraph/description—short description of the book
- Abbreviated bio with author photo (400 x 400 dpi)

## 3. Biographical Data

List your writing experience, your education, your achievements, and your prior publishing history.

## 4. Story Synopsis

Prepare a one- to three-page synopsis of your story. Short and concise is desirable.

## 5. Market Analysis

Identify your audience (the specific categories of readers your book is designed to attract).

## 6. Competitive Analysis

Identify two to three books published within the past five years similar to your proposed work. Tell me how your book is superior and/or provides a new slant on your topic.

## 7. Marketing Strategies (what will you do to sell your book in cooperation with us?)

Both fiction and nonfiction authors must promote their works themselves through writers' conferences, book signings, and web sites in addition to whatever the publisher does to market the book. ELPI suggests you establish a web site to promote yourself and your book as well as establish yourself on at least two forms of social media. We'd also like your social media numbers of followers. You'll need to create promotional giveaways, arrange your own book signings, and/or attend writers' conferences. Think outside of the box.



**8. History of the Manuscript**

Please tell me if the manuscript has been submitted to other editors and/or publishers by yourself or your agent.

**9. Three Chapters**

For fiction, send the first three chapters. Nonfiction can be your choice of the first three chapters or whichever three chapters you feel best showcase your book.

**10. Why Elk Lake?**

In a short paragraph, tell me why you think Elk Lake Publishing Inc is a good fit for you and your manuscript.