

V. \_\_\_\_\_  
This for me is most difficult to write. I don't always know where my book is headed until I start writing it. But this is a place or you to write one or two sentences of each chapter. Where is the book going in terms of story arc? Publishers need to know what \_\_\_\_\_.

## For Fiction

\_\_\_\_\_: A concise summary, 50 words or less, of the story and why a reader should buy the book.

\_\_\_\_\_: A summary of the story, 1-2 pages, single-spaced. Editors want a clear presentation of the plot outline and action. It's OK to leave out some minor characters.

\_\_\_\_\_: Who will buy this book? How can you contribute to the marketing effort beyond your circle of friends? Do you have a blog or website where you can post a teaser chapter?

\_\_\_\_\_: what makes this story different from other novels out there? Name 3-4 similar titles.

\_\_\_\_\_: what qualifies you to write this novel? Education, journalism or writer training, specialized fiction study, research, reading patterns.

\_\_\_\_\_: Make a list of the key characters, with brief descriptions.

\_\_\_\_\_: Provide a 2 to 3 sentence summary of each chapter.

### Five ways you can beef up your proposal (if it's looking a little thin)

- 1) \_\_\_\_\_ - What Bible verses will you be using in your book? List them there (with the verse). Tell how you plan to use the verse in your book.
- 2) \_\_\_\_\_ - this will turn a publisher's eye if you have some celebrities who are willing to partner with you. This also helps establish platform.
- 3) \_\_\_\_\_ - what are people saying about your writing and/or speaking? Have people write a one to two sentence review of you as a writer or speaker. If you have enough for both, include them in two separate categories.
- 4) \_\_\_\_\_ - what will the reader gain from reading your book?
- 5) \_\_\_\_\_ - Have you shown this proposal to any other publishers, agents, etc. Let the publisher know this. This will help them to know if it is a simultaneous submission.

### Paid Resources:

Mary Demuth's Non-fiction proposal template <http://www.marydemuth.com/the-first-step-to-published-a-book-proposal/>  
Her fiction template <http://www.marydemuth.com/store/>  
Michael Hyatt's template <http://michaelhyatt.com/writing-a-winning-book-proposal>

### Free Resources:

Rob Eagar's marketing plan (you have to sign up for his free newsletter) <http://www.startawildfire.com/>  
Eight Elements of a Winning Book Proposal <http://www.writersdigest.com/online-editor/the-8-essential-elements-of-a-nonfiction-book-proposal>



# Five Things You Need to Turn Your One-Sheet into a Stellar Proposal

Michelle S Lazurek

# For Non-Fiction

## I. The \_\_\_\_\_

This includes: \_\_\_\_\_

This info should be bulleted and include this sentence:

“If consumers in the target market purchase and read XX” then they will...

Three or four bullets

Publishers want to know what is unique about your book. Terry Behimer Cook, who served as Acquisitions Editor for David C. Cook publishing said, “Publishers don’t want books that have never been written. They want to know what unique spin you can put on an topic already written about.”

2. \_\_\_\_\_ - what is your heart behind this book? What do you want people to feel or do as a result of reading it?

3. \_\_\_\_\_—This gives the publisher the general info and themes of your book. Manuscripts are \_\_\_\_\_

Give \_\_\_\_\_

\_\_\_\_\_ Just like at a conference you need \_\_\_\_\_

Your \_\_\_\_\_ should be included in \_\_\_\_\_

4. \_\_\_\_\_

This is where \_\_\_\_\_.

This includes: \_\_\_\_\_ - How much \_\_\_\_\_  
\_\_\_\_\_?

What does it have \_\_\_\_\_

\_\_\_\_\_ - \_\_\_\_\_

\_\_\_\_\_ — Word Count

\_\_\_\_\_ — amount of time \_\_\_\_\_

## II. \_\_\_\_\_

A. \_\_\_\_\_ Who is your \_\_\_\_\_ Be specific.

Do you have a \_\_\_\_\_?

B. \_\_\_\_\_ -Why does \_\_\_\_\_

\_\_\_\_\_? Ex. If your book is a devotional on prayer, it can be for people who are tired or not praying to God with their whole hearts and who want to experience a deeper, more authentic prayer life.

C. \_\_\_\_\_ — These are \_\_\_\_\_

D. The \_\_\_\_\_—This is perhaps one of the most important pieces of your proposal. I’ve had many publishers thank me for the thorough work in this area. Publishers want to know what books are out there (preferably ones that sell well) that they can compare it to. It helps then get an idea if it is a book they want to take it on in their publishing house.

You don’t have to buy each book. Looking inside the book can help give you a basic understanding of what the book is about.

You must tell \_\_\_\_\_

## III. \_\_\_\_\_

This is where \_\_\_\_\_ What \_\_\_\_\_

\_\_\_\_\_? This is where the buzzword \_\_\_\_\_ comes into play.

This includes:

## IV. \_\_\_\_\_

Here is \_\_\_\_\_ The fuller you can make this the better.

Although publishers do help a bit \_\_\_\_\_

Anywhere you can put your book will help spread the word about your book.

*This includes:*