

Proposal elements

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Each element helps define the book, show its uniqueness, and sets up parts of a marketing plan. It can help you stay on focused as you write and give you a direction for marketing the book. We'll look at what to put in each element to highlight marketing and show progression of the book's concept.

Title page (provides title/contact info)

Title: subtitle

Author

Agent representing author if there is one with contact info
Or author's contact info

Next page (overview of manuscript/concept)

Date

Title

Author

Hook (25-50 words to grab editor/reader interest)

Brief description (50-100 words)—make sure this is different from the hook and what you write in the overview (next page) These provide more opportunities to share what the book is about and also provide various copy for the back cover, catalogue, etc.. that may actually be used.

Target Audience: who will benefit from book/most need it

This can include statistics

Manuscript (how many words, when will book be completed such as 6 months after signed contract)

Rights offered: generally book rights/agents fill that in

Inclusions: Proposal and number of chapters in the proposal

Next page: Proposal

Title

Overview (describe contents such as real life or personal experience stories/testimonies; biblical lesson or discussion; sidebars; end of chapter questions; practical tips) Should end with benefit to reader (such as will increase joy, help them apply scripture; motivate them to..., give them hope as they...)

TOC

Annotated table of contents (so each section/chapter title plus an explanation of its contents)

It can help to use bullet points. I often have one sentence outlining story and then bulleted list of action plan, sidebars, tips, etc. in that chapter

The market

This is place where you show who needs the book and why. It's also the place to list affinity groups.

- Include links to articles and stats related to the topic (look up demographics, Barna Group and other poll studies, facts on topic, etc.
- Describe need for book. Summarize what needs the listed links show.
- Sometimes a very relevant quote from a well known authority on the topic works well—so on stress research from the Mindlab and a quote about relieving stress
- Niche markets/affinity groups. This can be specific groups like Mops, or a segment of the population like unemployed dads if you know how to reach them (FB groups, church unemployment groups)

Marketing Plan

This shows your ideas to reach the audience. It is really worth working on whether you self-publish or submit to a traditional publisher. This is what you can go back to as the book releases. Try to implement everything listed.

Create a bulleted list of ideas followed by a section that provides Specific Marketing Plans to Consider. That section expands on a few of the ideas that are either unique, something related to your marketing expertise, or connected to what you already do. Make each bullet point as unique as possible.

Marketing strategies

Lists experience and training that relates to marketing ability
Start with a general short paragraph like

Whiting already has numerous books on the market and has pitched and set up her own radio interviews across the US as well as television interviews. She speaks to women's groups and has conducted women's retreats. Whiting is a contributing writer for three publications, including Leading Hearts Magazine. The following show her experience and potential to help market the book.

List the main broad categories of

- Speaking
- Networks
- Print
- Social media
- Media
- Expertise (credentials or places you've been quoted)

Each area shows experience or ideas on how to reach your audience through that area (so types of posts or blog stories related to topic or list of radio and TV that have had you as a guest in the past for the publisher to send review copies).

Possible endorsers

Avoid a list of authors for nonfiction. Everyone knows they may write great endorsements but they are promoting their own books and not your book. Except well-known author who writes on a related topic can add authority to your book.

Look for affinity group leaders and others who might want to promote the book.

Comparable titles

Don't avoid this by stating there's nothing like your book-that's a copout and may alert editors that perhaps no one cares about the topic

SearchCBD.com and Amazon for titles by well known traditional publishers that are on your topic or related topics, the same type of book (like a devotional), etc.

List each title and a one-sentence description of the book.

Then write a comparison paragraph for the list. Explain the uniqueness of your book that explains how your book differs. This is not a time to put down any title, but a time to highlight your specific slant or perspective.

Author Bio

Provide some background on you, highlighting anything that is relevant to the topic of the book.

Published Works/sales figures

This shows you have an audience/some experience in marketing

Some people with lots of books summarize, such as my twenty books have sold more than one-quarter million copies and then list a few of the top sellers or ones related to the proposed book.

List books published and sales (if sales are small don't include numbers) or list articles published or if you blog and have a hug following (1000 hits a day/5000 subscribers, etc).

Contracted books

This helps an editor know someone has faith in you and also lets them know you might be busy with your writing and this proposed book has to be a little ways out in publication date

Speaking schedule

If you have a busy speaking schedule but no books, list the schedule and noe audience size if some re large groups.

Sample of book (1-3 chapters or several devotions for a devotional book)