# 

# Book Title

## Subtitle

### Written by

### Author’s Name

Content Info (email, number)

## Table of Contents

[For proposals longer than 20 pages, include a table of contents.]

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## Overview

[The overview takes between 1 to 4 double-spaced pages. Remember that this part is *not* for discussing what the book is about, but for showing why people would want to read it. This can be done by highlighting the problems your book solves or the new ideas it explores.]

## Target Audience

[Describing your target market usually takes between 1 to 3 double-spaced pages. Here you need to show who your target readers are and how you have insight into their lives. One way to do this is to look at similar media outlets that discuss the same topic of your book and see who their audience is. It’s important not to say that your book is for “everyone”, as publishers regard this as having no market at all.]

## Author’s Biography

[The About the Author section can take up to 3 double-spaced pages. This is where you highlight your expertise as an author, showing why you are qualified to write this book. One way to do this is by mentioning any awards or certificates you have received. It also helps to mention previous publications or media appearances.]

## Comparable Titles

[Include 5 to 8 of the most relevant titles in this part. For each book, mention the *author’s name*, book *title*, *publisher*, *publication date*, *number of pages*, *price*, and *ISBN*. This part usually takes between 2 to 8 double-spaced pages, depending on the number of titles you include. You need to show how your book offers something new that makes it stand out from the competition. Avoid saying that there is no competition or mentioning only the titles that everyone is talking about. Including various titles will indicate that you’re knowledgeable about the books in the same category as yours.]

## Marketing Plan

[This part can take 4 double-spaced pages or more. Here you need to tell the publisher what you can do to spread the word about your book and reach your target audience. List your various platforms (website, email list, social media), any other media outreach, and any connections you have that might help. Demonstrate how you’re willing to put in the effort to help in making this book a success.]

## Chapter Breakdown

[The length of this part depends on the number of chapters your book has. For each chapter, include up to 500 words describing what it is about, but try to keep it to the point. Show how each chapter discusses the point of the book and how the book develops in a cohesive way.]

## Book Details

[Here you mention the expected word count of your book, how long it will take you to finish it, any particular resource you need, and any financial aid you need to finish it.]

## Sample Chapters

[The length of this part depends on how long the chapters you include are; do *not* include more than 3 chapters. Avoid including the front matter; instead, you need to select the chapters that show your writing skills and introduce your book’s topic.]