**BOOK TITLE**

Book Subtitle

Author Name

[Author Name]

[Email Aaddress]

[Author Website]

[Phone Number]

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# OVERVIEW

* 1-3 pages.
* The beginning paragraph should have a similar captivating quality to a book blurb.
* Add key details that define the story, genre, and what the reader will get out of this book.
* Add the key details from the other sections in your book proposal. This could be your author platform, information on your target audience, etc.

# CHAPTER OUTLINE

* Approx. 3000 words.
* A paragraph per chapter.
* List out each chapter in your book with a quick description of what will occur in each.
* Show how the story goes from start to finish so that the publisher will understand the structure and impact.

# AUTHOR BIO

* 1 page.
* Sell yourself - What works have you done that makes you an expert on your book’s idea, or what articles have you published around similar topics?
* Have you had a book published in the past? Go into details of why it was a success or why it wasn’t (and how you’ll improve).
* If you have experience with speaking engagements or have a following on any social media platforms, make sure to highlight that.

# TARGET AUDIENCE

* 1 page.
* When defining your target audience, think about the following:
* The possible age groups.
* Professions and hobbies (if applicable to your book idea).
* The type of forums they interact with.
* The social media platforms they use and the profiles they may follow.
* Their lifestyle.
* Other books of interest.

# COMPARE COMP TITLES

* List of 5-10 books from the competition.
* 250 words for each book.
* Show how your book approaches the topic in a new light.
* Be professional and analytical here.
* For each comp title you need to include the following information:
* Title of the book
* Subtitle
* Author name
* The publisher
* Year it was published in
* Number of pages
* The current price
* The first published format (paperback or hardcover)
* The ISBN
* Book’s blurb

# MARKETING PLAN

* You need to show them what you’ve got cooking in your pipeline. This could include:
* How you could use your blog to get exposure for your book
* Your email list, and how you could ask your audience for book reviews
* Your author website for online presence
* Your social media strategy for book promotion
* Your network of famous friends and what they would do to add to your book marketing strategies
* Organizations you are a part of that will help boost your book’s exposure
* Any videos or podcasts you have or have been a part of that could be used
* Any previously published books you may have
* Add any corresponding statistics to go along with your marketing plan to further solidify it.

# SAMPLE CHAPTERS

* Double-spaced
* How you pick your sample chapters differs from proposal to proposal. The genre plays a big role too.
* Here’s a simple guide you can use to pick your sample chapters:
* **Nonfiction books:** You’ll need to include the Introduction and 2 sample chapters.
* **Narrative nonfiction books**: The writing counts so you’ll have to put your best sample chapters forward and showcase your writing prowess.
* **Fiction books:** Instead of sample chapters, you’ll need to submit the first few chapters or 50 pages of your manuscript.
* **Memoir books:** Pick your best chapters where your writing and story shine the brightest.
* **Narrative Memoir books:** If your book follows a narrative structure, then share the first few chapters.

# ADDITIONAL INFORMATION

* For example:
* **Review blurb idea:** Famous person to give you a punchy review blurb.
* **Manuscript schedule:** Give the publisher an estimate of when you can get it done.
* **Word count:** Give an estimate of how many words you think your final draft should chalk up to.
* **Book Layout:** If you’ve dabbled in design or have a designer friend, consider adding a sample that shows how you envision your book looking.

TEMPLATE

BY

ROCKET EXPANSION

