

# **Book Proposal Check List**

## **Is Your Idea Saleable?**

- ☐ Who is your target audience?
- ☐ Why would they want to read your book?
- ☐ Research large bookstores to see if anything is already available.
- ☐ Check a large major library for competitive titles
- ☐ Look at Amazon.com but understand it's not always accurate.
- ☐ What makes your idea significantly different than the competition?

## **Proposal Mechanics**

Most book proposals range from 15 to 30 pages. These proposals are always 100% typo-free and double-spaced with generous margins. Also include your basic contact information: name, mailing address, phone and email. Common elements include:

- ☐ **Overview.** This is the most important part of your proposal and should be 1 to 3 pages long. In clear and succinct style it covers: Why the book is important, useful and necessary? Who is the audience? Who will buy this book?
- ☐ **Chapter Summaries.** These summaries are an outline of the book. They can be as long as you desire but no less than 150 words for each chapter. For fiction, your synopsis is in this section—and make it highly engaging—since most are not.
- ☐ **About the Author.** Don't be shy. Why should the editor give you this project? Of everyone in the world why you? Specifically show how you are the most qualified individual for this project. Every editor is investing at least \$50,000 so show your worth.
- ☐ **The Competition.** Everyone believes their book is unique. **It's not** so please detail five or six books in direct competition, give the details and why your book is different.
- ☐ **Manuscript Delivery and Length.** This information is crucial and many people do not include it. Your vision for the book is very important.
- ☐ **Promotion and marketing plans/** Special Markets/ Volume Buy Backs (anything over 5,000 copies)/ Endorsements
- ☐ **The Sample Chapters** The sample chapters are *in addition* to the proposal. You will need at least one sample chapter and probably two chapters (if a chapter is less than ten pages). These chapters should give the reader a strong sense of the book's tone and style.

## **Resources for Every Book Writer**

**[Book Proposals That Sell, 21 Secrets to Speed Your Success](#)** Revised Edition

(Over 130 Five Star reviews and an October release

Serious Writer Academy: **[Editors Read Proposals, Not Manuscripts](#)**

**[Write A Book Proposal Course](#)** My FREE Teleseminar on Proposals

**[Book Proposals That Sell, 21 Secrets To Speed Your Success](#)** Ebook version

**[Editor Reveals Book Proposal Secrets](#)** (over 3 hours of book proposal teaching)

**[A FREE List of over 400 literary agents](#)** (addresses, phone, emails).

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