

— *The* —
CHRISTOPHER
FEREBEE
— *Agency* —

BOOK PROPOSAL TEMPLATE

A Nonfiction Book Proposal

{TITLE}

{Subtitle}

{Author}

{Date}

I. CONTENT

Synopsis

{one-sentence summary}

Overview

{one-page description}

Distinction

{why you are the person to write about this topic and/or how are you approaching this topic differently than what's currently out there?}

Unique Selling Proposition

If consumers in the target market purchase and read *{Title}*, then they will:

-
-
-

Because the book will:

-
-

The book will not:

-
-

Manuscript Details

{how much has been written, how long it's going to be, when it will be completed, and any special features}

Book Outline

Chapter 1: {Chapter Title}
{summary}

Chapter 2: {Chapter Title}
{summary}

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II. MARKET

Audience

{characteristics/profile}

Felt Need

{why readers will want to read your book}

Affinity Groups

{organizations/groups of like-minded people who would be interested in your book}

Comparative Analysis

{any books that would sit next to yours in a bookstore; short summary of each and short summary of how yours is distinct. Include at least 3 and preferably they should have been published within the last 5 years. These should relate to the topic or subject matter of your book, as they will also help inform what you are writing about.}

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III. AUTHOR

Background/Bio

{complete bio including any relevant information}

Previous Writing

{include sales history of books and number of readers online, and any previous writing experience you've had including articles}

Platform

{include social media numbers here as well as any speaking, your website, email database numbers, etc.}

Personal Marketing

{anything that would be of interest to potential publishers that you personally plan to do to launch your book}

Network

{include list of potential endorsers/influencers that could help you promote your book, organizations that you have relationships with, churches or ministries you have relationships with, and/or even media relationships you may have.}

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IV. WRITING SAMPLES

{include writing samples here—most likely the introduction and 1-2 chapters that illustrate the book best.
Entire proposal should be no more than 50 pages maximum.}

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