# Nonfiction Book Proposal Outline

The following are some guidelines to help you. As much as you love writing, this is not designed to be an epic. You want to demonstrate that you know your stuff and that you are the right person to be writing and promoting books like this.

If you are in business, you will recognise that this has similarities to a traditional marketing plan, because of course that is how businesses plan how they will market and sell their products and services and for the moment, that is what you are.

**This is often the hardest part, and I would suggest treating each section as a mini project**. Use all of the tools available to you. I love to mind map and use post it notes. When you brainstorm, do it, leave it and come back to it once you have given your mind time to process its unconscious thoughts. Use your intuition, often the first thing that comes into your mind is usually the right one.

## Suggested layout

Title page

Table of contents

Introduction & Summary

Target audience / your reader

Product – about the book

Competitors

Price

Content overview - synopsis

Book length

Marketing & promotion

About the author

Sample chapters

## Introduction

Describe your book in two or three paragraphs (500 words or less).

What are the title and subtitle?

What is the category under which it would sell?

Thinking about your target audience, what would make them what to read it?

Why your book?

What need does it fulfil?

What does the reader get as an outcome of reading it?

Where does it fit in the market and why?

Now rewrite it as if it was the back cover blurb and make it really cry out to your audience and by this imagine there were no boundaries, and let your passion shine.

## Summary

Write this last. It is the executive overview. Short, no more than one page, double-spaced.

**Purpose:** if the editor reads nothing else, they will know what you have in mind. Ideally, it will be sufficiently compelling to make the editor read the rest.

# Target Audience

What makes up your ideal reader/customer profile?

What markets will your book appeal to?

What questions are they asking you?

What does your reader get as an outcome of reading this book?

Look at your reader archetype and sumerise them. You need to not only think about what they get but where you find them and why they will buy this book.

# Product – about the book

## Competitive Titles Analysis

List and summarise the major competitive titles and explain why yours is different from each.

E.g.

### The Goddess Revolution Make Peace with Food, Love Your Body and Reclaim Your Life

Author: Mel Wells (http://www.thegreengoddesslife.com/)

Publisher: Hay House

Published: 7 Jun 2016

Price: paperback – £RRP not Amazon

Number of pages: 288

Format: paperback and ebook

ISBN-13: 978-1781807125

#### Summary of who it’s for

This book is aimed at women in their 20’s and 30’s who resonate with Mel’s young, healthy vibe. These will be women who already have a poor relationship with food and want what the author has – boundless energy and that ‘happening’ life. The author is a part of a new generation of younger more spiritual and conscious women who are bringing a message of self-love.

#### What it covers

This book covers:-

* The author’s journey
* All about food and dieting
* Changing your mindset
* Getting in touch with you and your feelings
* Learning self-love

#### What it does well

Laid out in sections that are easy to understand and consume, it takes the reader on a journey with their relationship for food and asks them to examine what they are really ‘hungry’ for. When they know what they hunger for they can begin to understand their relationship and feelings about food so that this opens the door to being able to change their mindset and begin to love themselves.

#### How my book is different

My book does not focus just on food, although changing how you eat with a focus on healing at the cell level is one of the parts. I do not prescribe a diet; I offer the reader the opportunity to find their natural ‘diet.' My book is for an older market and asks my readers to look back to understand what has caused the stress using writing as a communication tool. From there to find the right listening tools, ideas about how to de-stress the body with nutrition and other techniques and how to create a unique healing plan.

## Price

What price would you pitch it at and why?

## Book length

Number of words

This is a great time to consider how long it will take you to write and edit the book, now add 30% on. This should form part of your writing schedule.

## Availability

When will the following be ready?

First draft

Edited second draft

Edited third draft

## The future

What other suggested titles do you have? How do they all fit together?

# Marketing and Promotion

These are just some of the questions you should be asking yourself.

## Numbers, numbers, numbers…

* Statistics and analytics for your online following. Include your social media sites, websites and blogs. Also include places like YouTube, online courses and podcasts.
* Include speaking engagements, potential reach for any organisations you belong to.
* Any followings you may have in traditional media – e.g. you have a column in a magazine or newspaper.
* Sales of past books and publications.

Your potential publisher wants to know that there is a large platform full of influencers waiting to buy this book.

* Personal branding
	+ Do you have a website for yourself and your books?
	+ Do you blog?
	+ What about Twitter, Facebook, Pinterest, LinkedIn, Instagram, email?
	+ Do you need any vocal coaching to prepare you for your launch?
	+ What about personal style? Who can help you to determine what first impression you will be giving?
* Speaking and presentations
	+ Where can you speak? What speaker’s networks could you access?
	+ What other networks do you belong to?
	+ Could you tour and give talks? What cost, if any? When could these happen? Who will arrange them?
* PR
	+ What PR could you generate? Will you do it yourself or use a professional? What is the cost?
	+ Where should your publicity be focused?
	+ Do you have publicity photos?
	+ What are the magazines and media that your target audience pays attention to?
	+ Who will review your book?
	+ Who will write the foreword?
	+ Where and how will you launch your book?
* Testimonials, who could provide a testimonial that you can use in the book and on your promotions? Can you use these in your book?
* Expert pieces, opinions, blogs, how to's – which parts of your book can be used for this and where could they appear? These are your teasers.
* What parts of your book could be used for ongoing promotion? E.g blogs, magazine articles and videos.
* Will you self-publish and self-promote, even though you have this proposal? If this proposal is for publishers, then they will still want to know how you intend to promote your book.
* What is your budget for promotion?

## Write your action plan

What is your action plan to actively promote the book?

| **Area** | **Details** | **Who** | **When** |
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# Sample Chapters

Include the first one or two chapters - not the introduction, chapters that provide a sense of the style, voice, expertise and structure of the book.

# Chapter outline

List each of the intended chapters and what each is about. Stay focused on the core message of the book and what need it fulfils in your reader.

What illustrations or photos do you need? Where will you get them?

Who will you reference? Do you have all the permissions you need?

# About you, the Author

Your credentials and experience. What makes you uniquely qualified to write and promote this book?

## Contact details

Include where to find you and make sure these are up to date.