

Non-Fiction Proposal Outline

Title:

Subtitle:

Author:

Premise: [Provide a two- or three-sentence statement of the book's central concept. Often this is worded as a problem and the solution the book provides.]

Benefits:

After completing [title], readers will: [List the benefits or takeaway value readers will derive from the book.]

Features: [Explain how the book will deliver the benefits by listing the book's unique features.]

Overview: The book is divided into [number] sections and [number] chapters.

The Manuscript

Manuscript Status: [State how much of the manuscript is complete.]

Anticipated Length: [number] manuscript pages and word count (# pages x 300)

Anticipated Manuscript Completion Date:

The Market

Characteristics:

The target audience for this book is made up of [Describe the demographic characteristics of the target readers, including age, sex, education level, etc.]

Motivations: [Describe the psychographic characteristics of the target readers, including the frustrations, desires, etc., that would motivate them to purchase and read the book.]

Affinity Groups: [List the groups of people, organizations, etc., who are likely to be attracted to the book.]

Differentiation: [Describe the main competition for the book and explain what distinguishes this book from them.]

The Author

Background: [Give a brief biographical description making sure to include information that establishes your credibility or qualifications to write the book.]

Previous Writing: [List previously published writing, including the name of the publisher, the date of publication, and the number of units sold.]

Possible Endorsers: [List the names of people who are likely to provide a written endorsement of the book.]

Personal Marketing: [Describe what you can do to help the publisher promote the book.]

Chapter Outline: [Provide an annotated outline of the book. This outline should include section titles, chapter titles, and a two- or three-sentence description of each chapter's content.]

Sample Chapters: [Attach two sample chapters that best represent the book.]