**What to include in a book proposal for an agent or publishing house submission**

**Cover Page**

The cover page should have:

* Title of the book
* Subtitle (if any)
* Author name
* Contact information –
	+ email
	+ telephone number
	+ website
	+ mailing address
* Include alternative titles and subtitles to show that you are flexible and willing to aim for different markets and genres if required to do so (remember, it’s a business).
* Link the book to other work you have or ideas to show you are not a one-hit-wonder.

**Section 2 - Brief Description of Your Writing Journey**

* Aim for 3 – 5 paragraphs describing your writing intentions and where you see the book positioned in the market and your follow on work strategy.

**Book Hook / The logline** (one sentence)

* A one-sentence attention grabber to create curiosity in the book.

**The** **premise** (2 -3 sentences)

* What’s the concept or thesis of the book? Usually, this identifies the need and the solution.

**Section 3 - Biographical Information** (250 words)

* Past achievements?
* Networks – are you active on social media (followers, likes, instant marketing opportunities)?
* Credibility – why should an agent/publisher invest in you?
* Testimonials or links to achievements
* CV or credentials or writing qualifications

**Section 4 - The Core of the Book**

* Table of contents – list the chapters.
* Chapter by chapter synopsis 3 – 5 sentences per chapter describing the beginning to end of each chapter.

**Section 5 - Marketing**

* **Stage 1**
	+ Existing marketing opportunities
* What do you have in place to help promote and sell the book?
* What followers, connections, website, networks and publicity avenues do you have in place?

* **Stage 2**
* What is your marketing strategy?
	+ Prelaunch? Build interest through your social network platforms, spread the word, find competitions and generate interest. Send out email and media campaigns.
	+ During launch? Podcasts, ramp up social media presence, make yourself available for readings and book signings.
	+ Post-launch? Keep up the social media presence, link to other books, past and present.
* **Stage 3**
* Competitive analysis
	+ Where do you want to position your book?
	+ Do you see any other potential markets to enter?

**Section 6 - Writing Sample**

* The writing sample is the core, the reason for an agent or publisher to take you on. Make them fall in love with your work.
* Include the introduction and first two chapters.

**Section 7 – Work in Progress**

* Emphasize that you have other work in progress (WIP) – an agent wants to see that you are not just a one-book wonder.
* Make a list of WIP with titles, book-hooks and premises outlined.
* Emphasize that you can send on any work of interest to the agent/publisher.

**Section 8 - Final Words**

* Emphasize your marketability and treat the book and yourself as a business and personal brand with growth potential. An agent or publishing house is looking to build a long-term relationship with an author.

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