

Nonfiction Book Proposal Outline for Sounds True

I. Overview

Describe your book in two or three paragraphs (500 words or less). What is the title and subtitle? Who is the target audience and what makes your book unique and worthwhile for them?

II. Target Audience

Who is your core audience, the most likely purchasers of this book? How big is that market? What other groups and types of readers will also be interested?

III. About the Author

Your credentials and experience; what makes you uniquely qualified to write and promote this book? What other media outlets do you regularly appear in? Please include information on, but not limited to:

- Email List Size
- Website
- Facebook
- Twitter
- YouTube
- Partnerships/Media contacts and their email list size/ media outreach potential
- Previously published works – including title, pub date, and personal sales numbers associated with each work.

IV. Competitive Titles

List and summarize the major competitive titles and explain why yours is different from each. You want to look for titles that prove there is an audience who would find your book interesting, as demonstrated by earlier, successful books on the same or similar topic, while making clear how yours is different enough to compel those readers – and others – to buy it.

V. Marketing and Promotion

What is your comprehensive plan to actively promote the book? Where publicity should be focused? What are the magazines and other media outlets that your target audience pays attention to? Where should you and your publisher work especially hard to get the book reviewed?

- *Forewords:* Who would be willing to contribute a foreword? Can you get their commitment before the manuscript is completed?
- *Endorsements:* Who would be willing to contribute an endorsement? Can you get their commitment before the manuscript is completed?

- *Media and Speaking Appearances:* Does this book or your prior experience give you credentials to speak on any current topics in the media? What are the topics and target outlets? Beyond book stores, what other types of groups and organizations would be interested in having you speak to them?
- Describe additional promotional opportunities you will pursue: tours, independent publicist, organizational connections, mailing and newsletter lists, workshops, social media advertising, etc.

VI. Detailed Table of Contents

Include the full Table of Contents, with detailed summaries of each chapter. This section needs to give a comprehensive, detailed map of what the book will contain.

VII. Sample Chapters

Include the first, middle and end chapters – these sample chapters should offer an accurate sense of the style, substance and structure of the work, as well as be able to indicate any practical offerings within the content.