

Wayne English

Author • Web Content & Social Networking Expert • Technical Writer

Elements of a Powerful Nonfiction Book Proposal

Read out blog, Blog.SocialNetworkingInitiative.com and attend one of our seminars.

Your book proposal is a sales document and must convince the agent or publisher that your book will make back its costs and more. It is the proposal that sells the book. Here is some good material on a book proposal.

1. A one page cover letter addressed to the specific person you are sending the proposal to.
2. A title page that contains the working title by your name, and your name again, address, city, state, zip code, and full contact information.
3. A one page table of contents for the book proposal, not the book itself, that appears below. This contents page tells the reader what is in the book proposal.
4. An overview of the market that your book will be competing in. One sentence to several sentences is fine. Closely, and specifically, define the market.
5. An overview of the book. Make this one sentence to several sentences. Keep it short sweet and to the point. This must not be wordy, but by using only enough words to do the job.
6. Your author biography. Include material pertinent to the book. Use this to show your expert knowledge or capability. Include: work experience, personal experience, professional expertise, education, inventions, anything that bears on your ability write this book. Include your publishing history.
7. Include three endorsements. They must not run on and on. Don't hesitate to edit your endorsements, if they need it. Clear your edits with the person who gave you the endorsement.
8. Competition. Here you include book titles that are direct competition for your book. Never say that there is no competition, that your book is unique because it is the-kiss-of-death. No competition means that there is no market. Further, don't say that the book would make a good movie. If that is the case, write the screen play.
9. Marketing and publicity. This is the heart of your proposal because it bears directly on the commercial success of your book. Answer this question, "How will you market this book

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and what publicity and PR can you bring to bear for its commercial success?" Will you use social networking? A blog? Web site? Can you get on radio or television programs? Do you have a public speaking background? What about public appearances, lectures, seminars? Can the book be sold at your events? Use one or two pages for this.

10. The book's table of contents. Include chapter titles. Do not confuse this with the table of contents of the book proposal, number 3 above. Don't worry about page numbers, as the chapters may not be written yet.
 11. Annotated table of contents. Write one or two paragraphs on the subject matter of each chapter. This does not need be exhaustive, just give the reader enough information so that what the chapters will cover is made plain. Don't hold back the books endings or other important material.
 12. Write the book's introduction. This can be one page or ten pages. Write it fully and completely, not in abbreviated or as a synopsis. If your book does not have an introduction, you might elect to include two chapters.
 13. The full and complete chapter one. Do not include photographs, graphics, or anything other than text because in the final manuscript they will not be included either. Rather they will be added by the publisher. If you are writing a photography book or other manuscript replete with, ask the publisher or agent how to present this. Do not make this decision alone. You must format the proposal properly, or it may not even be considered.
- For assistance with creating a business oriented Web site see, <http://www.webcontentrx.biz/web-content-30second.htm>.
 - See our social networking downloads from our seminars at WebContentRx.biz/web-content-free-download.htm.
 - See out [Nine Steps to Social Networking Success](#).
 - For research and to increase your knowledge of social networking please see the links at the bottom of the main page at <http://socialnetworkinginitiative.com/> and at <http://www.webcontentrx.biz..>