



Non-fiction Book Proposal Outline

Purpose

This document provides an outline that Sastrugi Press recommends as a tool for proposing a nonfiction book to us. Without all the material in this outline, evaluating the merits of your book is difficult. Knowing the target market and potential value of the material will help us greatly in understanding where your book is going and what it can deliver to potential readers.

Overview - Describe the motivation and vision of the work

This is the hook. You must excite us straight away. This is where you make your writing skill shine and show

Market - Identify a SPECIFIC target market for the book

Who will buy the book? Don't say "everyone". Instead, say "single working mothers, all races, 20-40 years old with one or more children in school while they are working, with an average annual income of \$25k-\$80k."

Competition - List 3-5 competitive and similar market titles

List 3-5 competitive and complementary titles. Include author, publisher, title, ISBN, publication date, noteworthy awards.

Author profile - Why are you qualified to write this book?

Tell us about yourself in relation to the authorship. Why are you qualified to write this book?

Promotion - How will you help sell your book?

List any direct sales experience you already have

What are you able to commit to your book sale (time, talent)?

Chapter Outline - This is an overview of the contents of your book

Create a table of contents listing each section of the book.

Each chapter description should 1-2 paragraphs, depending on the length of the book.

Sample Chapters - Your actual writing

This is where you actually write one of your chapters for submission! Choose the best chapter that represents your writing and the book as a whole.

Tips for nonfiction book proposals

1. Paginate the entire proposal from page 1 to the very end.
2. The entire proposal must be complete to be considered by an agent or publisher.
3. The book proposal is different from the actual book. You are selling the book to editors, not actual readers. They need to know how your book will sell.
4. Double-space proposals as described in the Purpose section of this document.
5. Include references of previously published material, relevant information, speaking appearances and any other information useful to the sale of the book.
6. Purchase, read, and employ tips from other Book Proposal books.
7. Spell check your document. Have someone else read it for errors. Typos creep past even the best writers.
8. The book proposal must be as good and ideally better than the book itself.
9. Do not bind the proposal or materials.
10. The book proposal is not the entire nonfiction work but rather a sales tool for it.
11. The opening sentence and paragraphs describing the book will be used for our marketing material. It has to sing.