

Write Your *Dream Book*: Proposal Template



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BOOK PROPOSAL TEMPLATE

Use this template to outline your book proposal before pitching to agents and publishers. This template will break down section by section what goes into a proposal, in the correct order, and what each section can contain. Please note, each proposal is completely unique, so some parts may be omitted or changed, depending on the nature of the author, and the book. The proposal should give an insight into you as a writer, your vision, your message and the impact this book has the potential to have on the world.

TITLE PAGE

Design a simple but effective title page that is clean and professional. This should contain your title, your name, and the subtitle of the book. Examples of titles: Big Magic. The Goddess Revolution. Hungry For More. The Artist's Way. This is the first page of your proposal that gets seen by agents and publishers, so it should stand out. Include your agent representative by your name if applicable. This is the first impression.

SUBTITLE

Your subtitle should demonstrate the purpose of the book, and expand on the title, to intrigue the reader and allow them to understand more about what the book entails. For example Big Magic's subtitle is: 'Creative Living Beyond Fear'. The Goddess Revolution's subtitle is 'Make Peace with Food, Love Your Body and Reclaim Your Life'. I highly recommend researching different books in your field and looking at their subtitles, as well as books published by the publishers you want to target, to see what they like.

ENDORSEMENTS

At this stage you may wish to include some endorsements of your work. If you have received praise from a publication, magazine, public figure or well known author, include it here. This adds credibility and social proof to your name and your work before the agent or publisher continues.

HOOK

Next page is the hook. This is the first impression the agent or publisher will get of your writing style. The hook is designed to capture attention, and should reveal what the book is about in just a few sentences. This should make the reader eager to read on. You must allude to the main point or issue at stake, and encapsulates the essence of the book in as few words as possible. It may be as simple as a quote that rings true, or a definition of a word. The hook should make the agent or publisher sit up and say 'oooh, sounds interesting, I must read on!' Have a look at the very first thing you read inside

your favourite book, before the chapters begin. It is usually just a very small taster of what's to come. For *The Goddess Revolution*, my hook started with the word 'diet' followed by the Collins dictionary definition of the word. See below.

Diet, noun, verb.

1.

the kinds of food that a person, animal, or community habitually eats.

"a vegetarian diet"

2.

a special course of food to which a person restricts themselves, either to lose weight or for medical reasons.

"I'm going on a diet"

I asked a diverse group of young women what feelings came up for them when I presented the word 'diet'.

Here's a snippet of what they said to me:

"Rules" "Self loathing" "Skinny" "Inadequacy" "Restriction" "Meal plans" "Deprivation"
"Calories" "Will Power" "Abs" "Hunger" "Scales" "Guilt" "Salad" "Failure" "Counting"
"Bingeing" "Starting again on Monday"

So why do we do it to ourselves?

'Diet', originally derived from the Greek dialita:

'a way of life'

Ladies, is this really your idea of a way of life?

SYNOPSIS

Next page is the Synopsis or Overview of the book. This is one of the most important elements of your proposal, and writing this is a great exercise to do before you start your book, because it gives you the complete framework of the book before you begin. Think about what you regularly read on the back cover of a book. This is what you're writing. This is like the trailer for the movie. It should have the proposing theory or question that the book addresses, explained. However, it must still have elements of mystery, and make the reader want to continue with the proposal. You must not give everything away here.

The synopsis should:

(1) present the problem or question the book will address in a way that makes it seem fascinating even to those not intimately familiar with the subject matter;

- (2) demonstrate why readers should care enough about the problem or question to want to read about it;
- (3) mention who specifically is already interested in this problem or question, to demonstrate already-existing public interest in the subject, if applicable;
- (4) give some indication of how the writer intends to prove the case, showing the argument in some detail;
- (5) demonstrate why the book will appeal to a large enough market niche to make publishing it worthwhile, and
- (6) show beyond any reasonable question that you are the best-qualified person in the universe to write the book.

WHO IS THIS BOOK FOR? WHAT IS THE AIM OF THIS BOOK?

Here is where you can begin to directly pitch the book to the publishers or agents reading. (This section will not end up in the book itself.) What does this book aim to do? What is the goal you are hoping to achieve with this book? Who is it for? Describe your market and why your book is so needed in this time. What makes this book different from other books that are on the shelves? What is the missing piece of the puzzle? Where does your book fit into people's lives, and their needs? What are you empowering your readers to do, think, or become? This is important as it demonstrates you have a clear understanding of your market, and the purpose of this book (i.e. - it doesn't just exist for you to share your story, but it exists to help others make practical, positive changes in their lives, and to take the reader from point A, to point B). It also demonstrates that you understand marketing and your own customer market fit. What category does this fall into?

ABOUT THE AUTHOR

This is where you get to share a little of your own story, why you are the best person in the Universe to write this book, and why you are so passionate about this topic. Include key parts of your own story, as well as credentials and anything else that makes you sound awesome. If you've been featured in Forbes, mention it here. If you've done a TED talk, mention that here and, if relevant, link to it. If you have no credentials, share the experience you have in studying or using your tools and techniques with other people. If you are lacking in this area, realise that you must go above and beyond to prove that your journey itself makes you unique and up to the task of writing this book like nobody else can. This is the part where you must sell yourself as a potential author, and make them see that they would be a fool not to sign you. Why you? Why now? Be sure to include links to your website, your social platforms, and anything else that proves you to be a name in this field.

ANY FURTHER DEMONSTRATIONS

Before we get into the chapter overview, include here any further demonstrations the agent or publisher may require before diving in. This may be some research you have discovered, or a recent study or topical debate. Maybe you want to give them a recap of

something that happened in the world that you refer to. Or maybe if you have a framework that is vital to the book, this is where you share that framework. This is individual for each book - it may not be needed.

CHAPTER OVERVIEW

Ok, now we are onto the Chapter Overview. This is where you will map out all of your chapters, and write a paragraph on each chapter. This is the road map of the book, so spend a lot of time making sure it's exactly as you want it. Structure your chapters so one leads to the next in a way that flow. Look at the chapters sections of your favourite books and notice how they are laid out. The readers are being taken on a journey from A to B through the book, and each chapter is a new step in the right direction that adds more fuel to your argument or proposing theory. Expand on each chapter in 3-5 paragraphs, explaining what the chapter will aim to do. If your chapter overview is detailed, you may not need to include sample chapters later. It depends on the nature of your book. Be sure to include here if you will be including advice, stories, tools or techniques for the readers to try too. If you are writing many short chapters instead of fewer longer chapters, make each chapter contain a paragraph or two max in the overview, and then write your sample chapters later. How does one chapter tie into the next one? Is there a clear thoroughline? Also, decide here on your chapter titles, or whether you will simply number them. If you decide to simply number them Chapter 1, Chapter 2 or Part 1, Part 2 etc, you will still need to show the agent or publisher here clearly what the theme of each chapter is about, so they can see that each chapter serves a purpose and plays a role in the overall piece.

SAMPLE CHAPTERS

This is where you write 2-3 sample chapters from the book. Choose the chapters that most interest you to write about, as the passion will come through. This is kind of like watching 2-3 of the best scenes from a movie. Your sample chapters should fill your agent or publisher with confidence in your voice, your writing and your point of view about the world, specifically to do with this topic. Length of chapter depends on your book and your chapter overview, but in total your chapters should be a minimum of 5 pages.

LAUNCH STRATEGY

This is where you display a knowledge of how the book launch process works. Here is where you will detail your vision for the book - cover, length, style, and then where it fits into the current market. You will also give examples of how you will launch the book. What will you offer as a part of your Pre Launch Campaign, if there is one? How will you invite your audience to read your book? What exposure can you get for the book? How will you promote it? Are you building an email list? Will this book lead to a course or program, or live event? Include this here. This shows your publisher or agent that you have an understanding of launching a book, and the marketing it entails. (It also shows you do not expect them to do all the work for you). This is another good place to demonstrate if this is the first book of a series too, and what you envision for the future of your brand. Will there be case studies, interviews, workshops? Paint the full picture. Another great thing to do here is to show you know already what's out there that's similar. You could say this book is X meets Y. "This book is The 4 Hour Work Week meets

Miracles Now, with a scientific twist” or similar.

PRESS / PR / ENDORSEMENTS

Any further clippings or screenshots of press or publicity you have received go here. Any further endorsements, client’s words of praise or links to more of your work here. For example, a popular blog post you wrote, or a link to a talk you gave, or a screenshot of an article that you wrote.

CONCLUSION / THANK YOU

Tie the proposal up with a conclusion and a thank you, along with your contact details or your agent’s contact details.