

Linda's Favorite Book Proposal Headings...

- ❑ **Cover Page*** *(Include your Title, Subtitle, and Contact Information.)*
- ❑ **Knock-Out Hook Page or Opening*** *(Grab your reader from the start!)*
- ❑ **Proposal Table of Contents*** *(This is a MUST, since you want agents/editors to easily navigate your proposal, without having to hunt for a thing!)*
- ❑ **Overview***
- ❑ **Author Biography/About the Author*** *(Call this whatever you want, but do it!)*
- ❑ **Market/Who Will Read This Book***
- ❑ **Marketing*** *(This info can be included in the Promotion section, if desired.)*
- ❑ **Promotion*** *(Can include Publicity/Publicist subheadings.)*
- ❑ **Endorsements/Testimonials*** *(These can be personal and/or work related. Ideally, they will cover the actual book and/or promises of Promotional support.)*
- ❑ **Speaking** *(Can include subheading of Products & Speaking Schedules. You can also talk about Speaking in the Marketing or Promotion sections.)*
- ❑ **Classes/Seminars** *(These can also be found in the Marketing, Speaking, or Promotion sections.)*
- ❑ **Media*** *(If you've got it, flaunt it. If there's a lot, this can be a section. If not, weave this info into Marketing or Promotion. Include show ideas☺)*
- ❑ **Website** *(If you own your title's Domain Name, say so! If you get loads of hits on your site, mention that as well. Be creative here or keep it short!)*
- ❑ **Competition*** *(Publishers MUST do this research if you don't. Help them out & be thorough, without being nasty, as you may want your competitor's editor.)*

- ❑ **Magazine Articles** (*Include articles written by you, about you, or ones that profile your book/topic, if appropriate.*)
- ❑ **Delivery of the Manuscript** (*Are you fast? That may be a good selling point...*)
- ❑ **Format** (*Do you have special subheadings, photos, artwork, layout?...*)
- ❑ **Title/Cover** (*You may be moved to give reasons for your title & cover ideas. Only do so if they are GREAT & if you can express that you're flexible.*)
- ❑ **Spin-Off Series** (*Music to their financial ears. List titles if you've got them.*)
- ❑ **Legalities** (*List only if this applies.*)
- ❑ **Chapter Summaries*** (*Write a paragraph to a page synopsis on each chapter, including chapter titles. Also include two or three incredible Sample Chapters!*)

A book proposal is a highly creative piece of work and will not necessarily include all of these sections. Those followed by a star are my favorite sections, but yours may vary depending on your subject matter. Good luck, and take your time to make it sparkle!