

Proposal Do's & Don'ts Include...

- ❑ **Don't Bind your Proposal or Sample Chapters!**
- ❑ **Do hold them together with a large, black clip** (*making copying easier*)

- ❑ **Don't include Cover Art on your proposal** (*unless it's phenomenal*)
- ❑ **Do use bright white, crisp, 20+ pound paper and a laser printer**

- ❑ **Don't Justify your right margin, making your text look "book ready"**
- ❑ **Do leave your right margin jagged** (*with an inch to an inch and a half margin on both sides*)

- ❑ **Don't Single Space your text** (*tired eyes will throw your work in the trash!*)
- ❑ **Do Double Space your writing, no matter what!**

- ❑ **Don't use a Fancy Font!** (*unless you're writing an artsy-fartsy book*)
- ❑ **Do use a Standard Font:** *Arial, Palatino, Times, Times New Roman, etc.*

- ❑ **Don't secretly send your work to more than one Agent (a "Multiple Submission")**
- ❑ **Do send your work to one agent at a time, or be clear upfront that more than one agent is currently considering your work**

- ❑ **Don't mention that you're perfect for Oprah** (*unless you've got a serious "in"*)
- ❑ **Do outline TV show ideas, in a believable, realistic, and entertaining way!**

- ❑ **Don't over hype or promise things you can't deliver**
- ❑ **Do think BIG and outline BIG plans that you intend to make happen**

- ❑ **Don't spill your popcorn in the lobby and rush, no matter who's waiting!**
- ❑ **Do be realistic, with yourself and others!**

Writing takes time. Lots of it. Be patient and commit to getting the words right while you build your platform, perfect your presentation, and ready your sound bites for the media. It's a process, to say the least, and so much more FUN & FULFILLING when you're prepared!