

Show Notes - Book Proposal Basics – July 7, 2010

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If you want to secure a publishing contract, you'll need a book proposal. A book proposal is actually a business plan for your book. It includes many of the same components as a business plan: executive summary, market overview, market research, competitive analysis; but it is written specifically for the publishing industry and includes information that publishers will look for when considering whether to extend a publishing contract.

In this episode, we'll explore the basics of book proposals, including:

- Why you need a **book proposal**, even if you are self-publishing your book
- How to **get started** with your book proposal
- Why a book proposal is like a **press release**
- How to organize the **various components** of your book proposal
- The **5 major sections** of a book proposal
- The most important thing to remember when developing your **competitive analysis**
 - (What you never want to do when talking about your competition)
- Why you need to clearly define your **target audience**
 - (Your book is NOT written for “everyone”)
- Recommendations for describing your **manuscript length** and **completion date**
- The difference between a **book proposal** and a **publishing contract**
- How many – and which -- **chapters** you should include in your book proposal
- How to create an **Executive Summary** for your book proposal