
FORMAL PROPOSAL

Blue River Press

PROPOSAL BREAKDOWN

BOOK SYNOPSIS

A one page summary of the books contents.

If the submission is fiction, the write-up should contain an overview of the plot, sketches of the main characters, and a breakdown of the major themes of the novel.

If the submission is non-fiction, the write-up should contain an explanation of the book's topic, what it hopes to achieve, and a description of the tone of the book.

AUTHOR BIOGRAPHY

The author can make or break a book, so knowing a little bit about them is important when considering publication.

There are a couple things that are important to know about every author that should appear in the bio: location, background, and reason for writing. Location helps predict the marketing opportunities in their area. Background outlines what they have experience in and whether they are credible, which is especially important in non-fiction books. An author's reason for writing betrays how they relate to their own book.

Other things that should be included are previous books by the same author, notable accomplishments, and personal and professional connections that could aid in marketing the book.

AUDIENCE ANALYSIS

An outline of the intended audience for the book. Who will be the most likely to pick-up, buy, and read the book? Who is it written to?

MARKETING ANALYSIS

The marketing analysis is a crucial part of any proposal. It outlines the author's social media presence, willingness to support the book, and the best way to reach the target audience. Also included should be recommended locations (cities, events, etc.) for a traditional media push in the form of radio interviews, news interviews, and author signings.

COMPARABLE TITLES

A list of four other titles that the same audience (established in the audience analysis) would most likely buy. The topic of the book doesn't necessarily have to be the same, but should attract the same audience. Each entry should include the book's title, author name, ISBN, and how the two books compare and contrast.

CHAPTER SYNOPSIS

A 150 word synopsis of each chapter.

CHAPTER SAMPLE

Roughly 30 pages of sample writing from the book.