Creating a Winning Nonfiction Book Proposal: © 2018 Janet Holm McHenry

1. Elements:

* Cover Page:
  + Title: Subtitle
  + Byline
  + Contact
  + Optional: Illustration
* Basics
  + Date
  + Title: Subtitle
  + Your name
  + Hook
  + Summary
  + Category
  + Length/availability
* Marketing Analysis
  + Audience
  + Competition:
    - Title/author
    - Publisher/date
    - ISBN/price/#pages
    - Difference
* Platform
  + Bio
  + Sales history and/or list of publications
  + Social media presence
  + Potential influencers
    - Foreword
    - Endorsers
    - Influencers
    - Connections
* The Book
  + Annotated table of contents (nonfiction) or summary (fiction)
  + Manuscript: One or more chapters

2. Details: 12 pt. Times New Roman, single space proposal, double space manuscript

3. Resources