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