

## **Overview**

- Title, subtitle
- Author's name & contact
- Genre/Category
- Word count range & number of chapters
- Manuscript status (X chapters complete)

## **Summary**

Please provide a compelling summary description of your book in each of the following lengths. This is your “elevator pitch”:

- One sentence.
- One paragraph.
- One half-page.

## **Target Market**

Identify your primary and secondary audiences, including specific demographic information (external characteristics; Who is your reader?) and psychographic information (internal motivations; Why will they want to buy your book?). How will this book help them?

## **Table of Contents**

Number and title your chapters.

## **Chapter Summaries**

Write a concise one-paragraph summary of each chapter. This gives us an idea of how you'll structure the book, and where you'll take readers.

## **Author Biography**

Tell us about yourself. Include your qualifications and motivations for writing this particular book, and explain your current platform, sphere of influence, and built-in audience.

## **Platform & Promotion ideas**

Tell us how you will promote your book. Please include relevant data, such as email list, social media followers, media experience, and pertinent statistics whenever possible. Discuss the marketing/publicity venues you are able to personally pursue, including speaking opportunities, influencer connections for endorsements or interviews, etc.

### **Comparable Works**

Research and provide other books in your genre/subject area:

- List 3-5 books that will directly compete with yours. (Focus on books that seem to have performed well, but don't just list the mega-bestsellers, as that would be unrealistic.)
- Include title, author, publisher, year, number of pages, any special features, and retail price.
- "It's like *this*, but different *in this way*" Explain how your book is similar and how it is distinct from each of these other books—what are you offering that is new to the discourse on this subject?

### **Writing Sample**

Include three chapters from your working manuscript. They do not have to be consecutive, but we do request Chapter 1 be included so we can see how you "take the stage." Other chapters should provide a good example of the book's main themes, ethos, and execution.