

Nonfiction Book Proposal Template Outline

1. Overview

Provide a concise description of your book, its purpose, and what makes it unique. Include the book's working title and subtitle.

2. Target Audience

Describe your intended readers, their demographics, and why this book appeals to them.

3. Author Background

Share your credentials, expertise, relevant experience, and platform. Explain why you are qualified to write this book.

4. Market Analysis

Discuss the market demand for your topic, trends, and similar books. Describe how your book fills a gap.

5. Competitive Titles

- List 3-5 comparable nonfiction books.
- Briefly summarize each and explain how your book is different or better.

6. Promotion and Marketing Plan

Outline your strategy for marketing and promoting the book, including platforms, networks, and potential partnerships.

7. Chapter Outline

1. **Chapter Title 1:** One-sentence summary.
2. **Chapter Title 2:** One-sentence summary.
3. **Chapter Title 3:** One-sentence summary.

8. Sample Chapters

Include one or two fully written chapters as a sample of your style and content.

9. Additional Information

Include any other relevant information, such as appendices, illustrations, or special features.