

# 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.