

Self-Help Book Proposal

1. Title & Subtitle

Enter your proposed book title and subtitle.

2. Author Information

Name:

Your full name

Short Bio:

Brief author biography

Expertise / Credentials:

Relevant qualifications or experience

3. Overview & Purpose

Brief summary: What is your book about? What problem does it solve? Why is it important?

4. Target Audience

Who will benefit from this book? Describe the reader.

5. Unique Selling Points

What makes your book different from existing books?

6. Competitive Titles

List 2-3 similar books and briefly explain how your book stands out.

7. Proposed Table of Contents

List chapter titles, with brief descriptions if desired.

8. Sample Chapter

Include a sample chapter or an excerpt.

9. Marketing & Promotion Plan

Describe your publicity ideas, platform, and how you plan to promote the book.

10. Additional Notes

Anything else to share?
