

# Sonfire Media

## Nonfiction Book Proposal Format

Your proposal document should include the sections listed below. Please single-space the proposal and use a 12-pt font. Use a word-processing program (preferably Microsoft WORD), not a PDF format, for proposal and book submissions.

### Identifying Information

Author's name(s):

E-mail:

Phone:

Address:

Working title of the book:

Genre:

Anticipated word count:

Anticipated date of completion:

### Overview

What is your book about? Writers often call this the *elevator pitch*. Imagine you step into an elevator and find yourself face-to-face with a well-known editor—you have less than three minutes to sell your book idea before he or she steps off and the doors close. What is the *premise* of your book? What will the reader *take away*? Give your pitch in one to three sentences, and then add two or three supporting paragraphs (one page or less).

### Market Analysis, Marketing Strategies, Your PLATFORM

Who is your audience? What are the demographics—woo the editor with a few statistics to show that the book has potential readership. Tip: no book is for “all” women, men, etc. Think seriously about the exact demographic that would pick your book off the shelf and pay for it. Narrow your focus. Analyze who would read and benefit from your book. For example, avoid statements like “My book is for men of all ages.” Instead, think like this: “My book is for young-adult men dealing with job loss.”

Answer the question, “Why now?” Why is this timely subject?

What is your platform? How will you do to market your book? How would you use the Internet and social media for marketing? What types of promotional ideas do you have for your book?

### **Competition**

What books on your topic are already on the market? Who else is writing about your topic? Think about the books you used to research your own book. Then, check out Amazon.com and read the blurbs about similar books. Select three to five competitive books, give a two or three sentence description of each one, and tell how your book differs. What need does your book meet that the others don't?

### **Author Bio**

Why are you the one to write this book? Why should Sonfire invest in your project? What are your credentials? Include activities that would help with marketing—for example, if you are a speaker, how often do you speak? What size is the average audience? List professional and writing organizations you belong to. Include your previous publication credits. If you have published books, include the publisher name and the sales statistics for those books.

### **Chapter Summary**

Describe each chapter in a paragraph or outline format. Don't worry that your chapters may change as the book evolves. This section helps the editor see how you are going to develop what you described in the overview section.

### **And, finally...**

Attach three sample chapters. Please include chapter one in the samples. The other two chapters should be your choice of the ones that best highlight your writing ability and your topic knowledge. Although the proposal is single-spaced, your manuscript samples should be double-spaced, again use a 12-point font.

Send your completed proposal and manuscript sample to [info@sonfiremedia.com](mailto:info@sonfiremedia.com) as a WORD attachment. Please do not send PDF files.