

The background is a vibrant green color with a pattern of white circles of varying sizes scattered across it. A large white rectangular area is centered on the page, containing the main text.

Crafting a Winning Nonfiction Book Proposal

Share

- **Name**
- **Home**
- **Why you're in this workshop**

PREMISE

Share

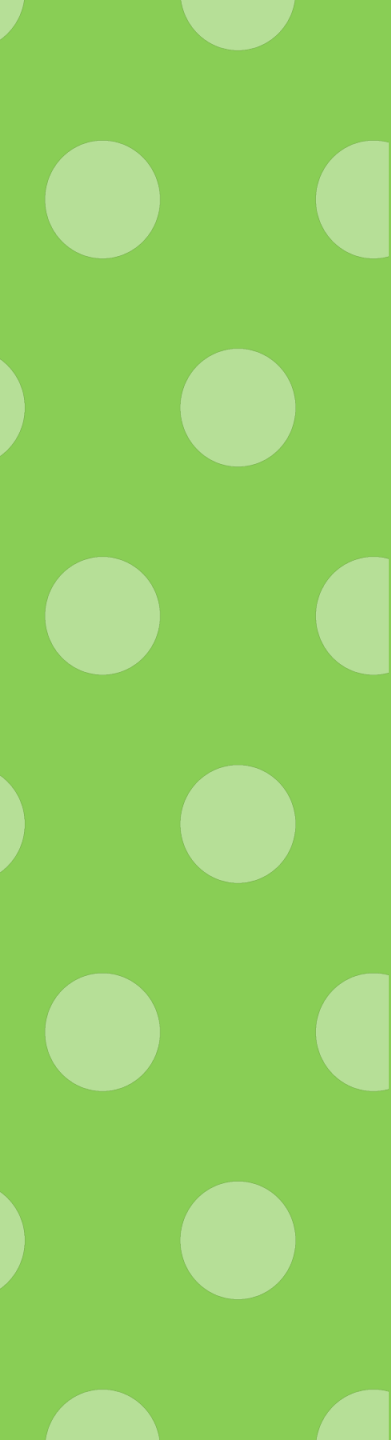
**Give me the premise (big idea)
of your book in 1 sentence**



THE JOB OF YOUR BOOK PROPOSAL

What do these 4 things have in common?

- College application essay
- Dating app profile
- Resume
- Nonfiction book proposal



**The purpose of your
book proposal is to give
a publisher every
reason to say **YES** to
publishing your book.**



Publishers decide whether to publish a book based on 3 priorities:

1. The book has a fresh concept

2. The book is attached to a large or growing platform.

3. The book has strong writing.

KNOW YOUR READER



Your job is to serve the reader.

- **Know the reader**
- **Know her need**
- **Meet that need**

Know Your Reader

- **What's your reader's age?**
- **What's your reader's gender?**
- **Culture/race/ethnicity?**
- **What are their friendships like?**
- **Is your reader single or married? Divorced or widowed? Dating?**
- **Does your reader have kids?**
- **What is your reader's level of education?**
- **What type of job does your reader have?**
- **If your reader is a person of faith, how do they express that faith?**
- **Where is your reader active on social media?**
- **What influencers, books, authors, magazines, podcasts, tv shows, music, movies, etc. does your reader follow and consume?**

Share

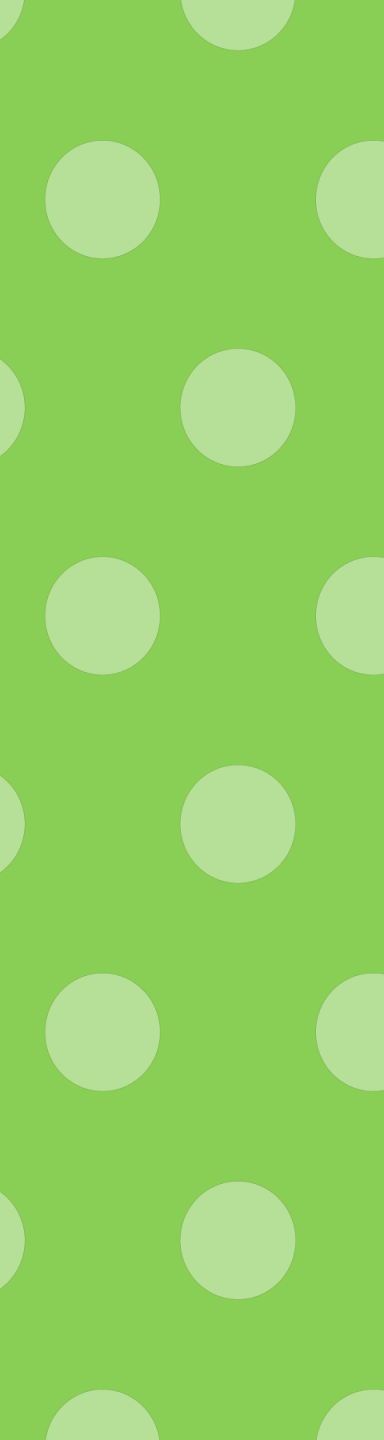
Who is your reader?



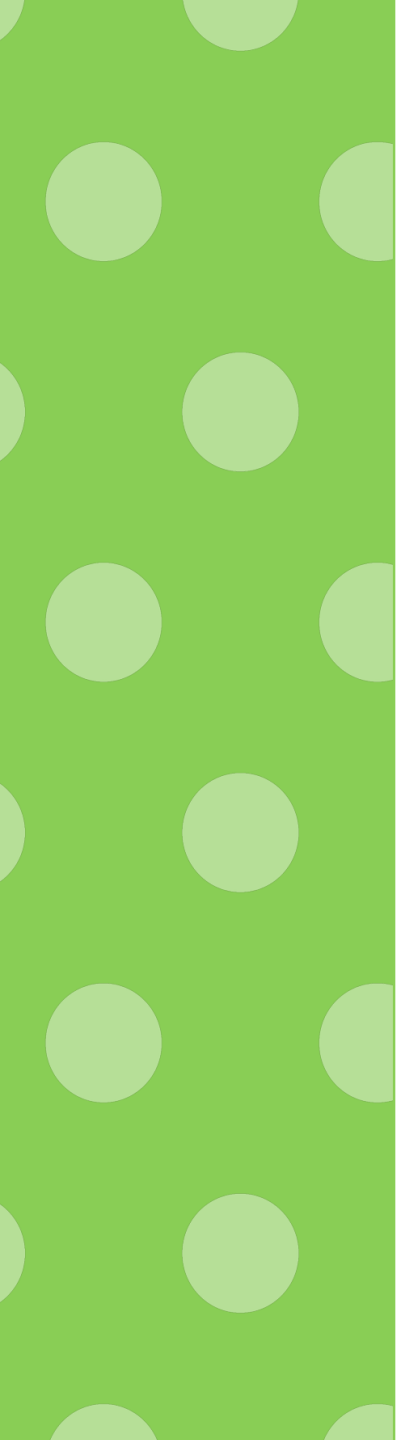
**People buy and
read books that
meet a felt need.**



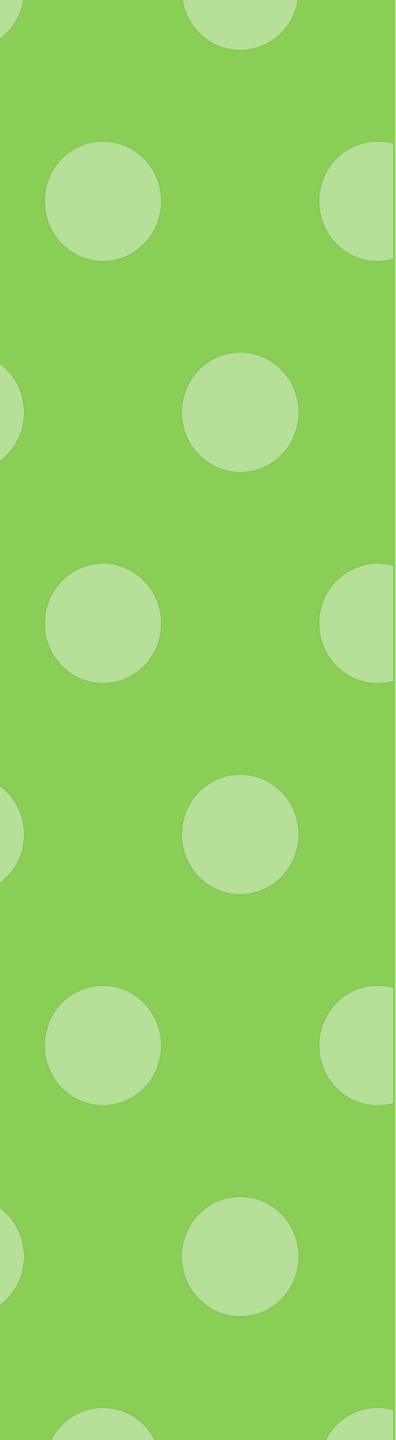
“What’s in it for me?”



**The book that helps a
reader avoid pain,
experience pleasure,
enjoy satisfaction,
or solve a problem is
a book that serves
the reader.**



**The job of your book
is to meet your
reader's need.**

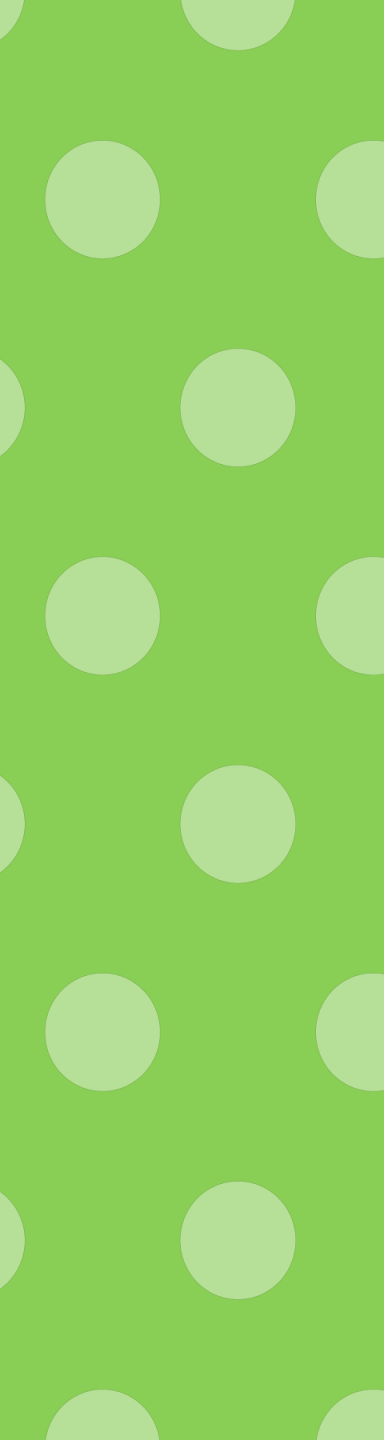


**The reader has a
problem, and you're
offering that reader
a solution.**

Share

What is your reader's need?

**OFFER PUBLISHERS
A STRONG PREMISE**

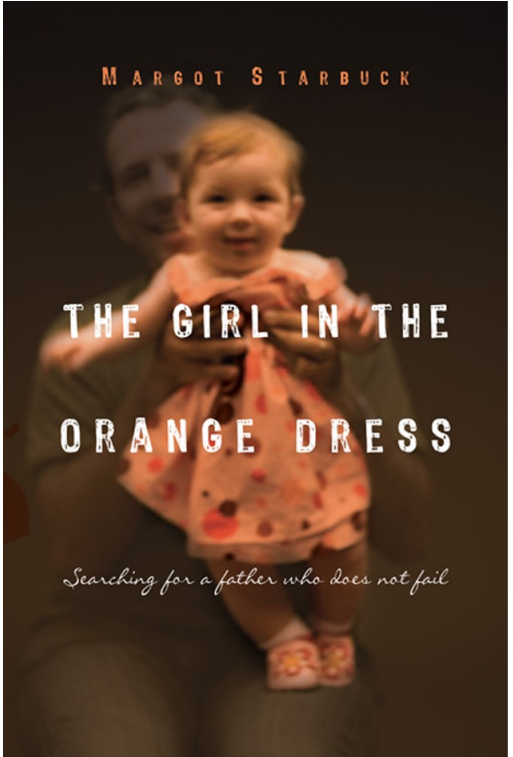


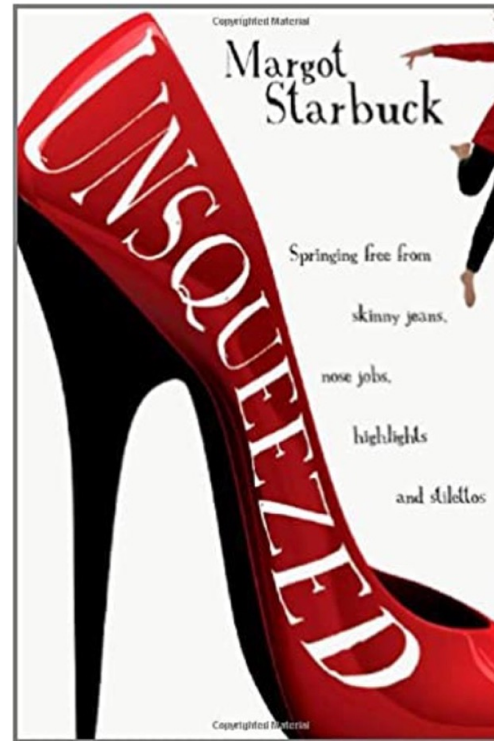
In order to say “yes,” an agent or publisher must see that your book has a unique premise that’s going to meet the need of that reader you’re holding in your heart.

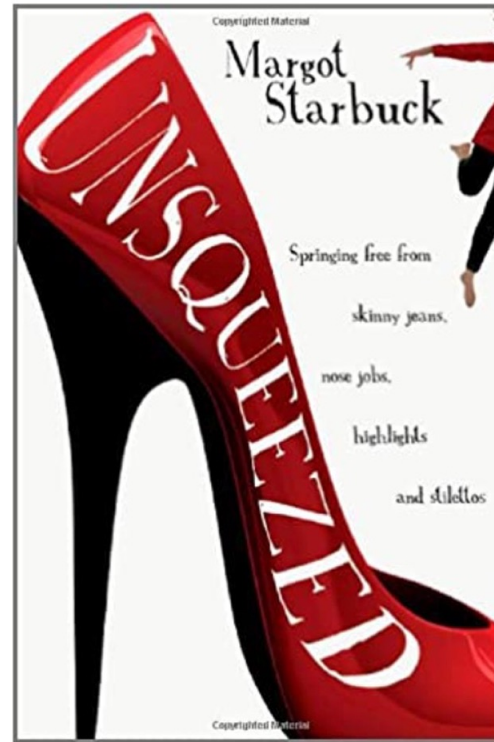


Winning Premise

- 1. A compelling premise is simple, clear, and easy to grasp.
(it says 1 thing)**
- 2. A compelling premise is saying something fresh and unique.**
- 3. A compelling premise meets the reader's need.**









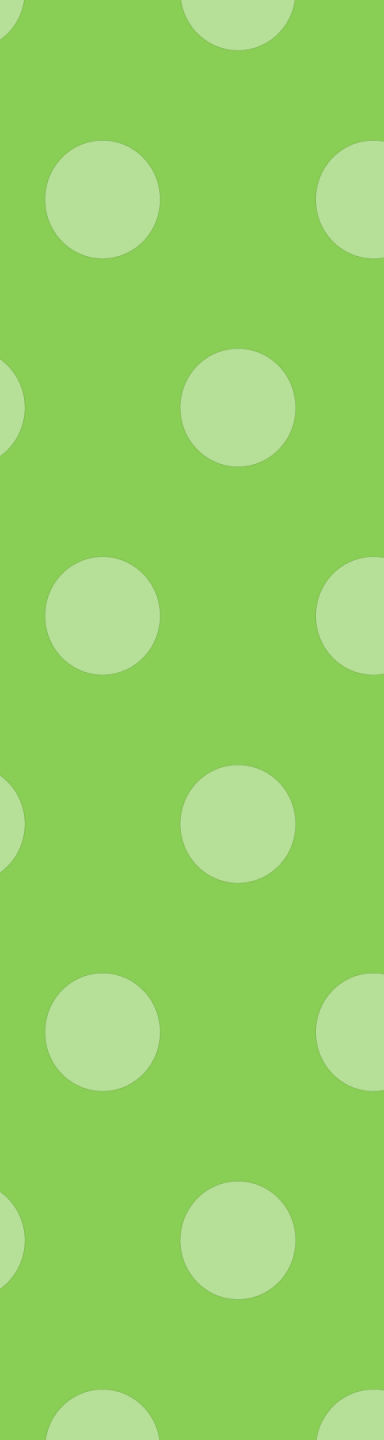
Winning Premise

- 1. A compelling premise is simple, clear, and easy to grasp.
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- 3. A compelling premise meets the reader's need.**

Share

Share your premise statement...

PLATFORM



In your proposal, you must convince an agent or publisher that you are the writer to write this book because you're reaching readers with a growing platform.



**If you want your book
to reach readers,
find ways NOW to
reach readers.**



Grow your platform in a way that makes sense for how you're wired.

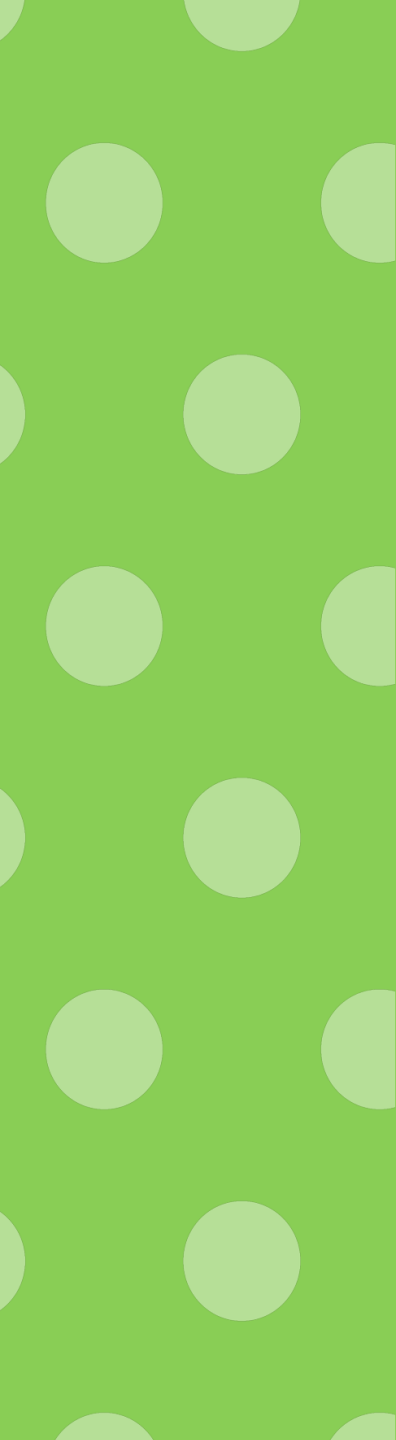


Grow Your Platform

- 1. Make Videos That Offer Value to Your Readers**
- 2. Serve Your Audience on Social Media**
- 3. Send a Newsletter Subscribers Want to Open**
- 4. Speak to Audiences**
- 5. Pitch Podcasts**
- 6. Write Articles**



Capitalize off of Other People's Platforms



**You will find the most success
at building your platform, and
will be able to sustain it, when
the way you're doing it aligns
with who you are
and how you're wired.**



**If you ignore building
a platform,
you make it more
difficult for a
publisher to say yes.**



**Any
questions
about
platform?**

PERSONAL MARKETING



**Publishers want to
work with authors
who will work with
them to sell books.**



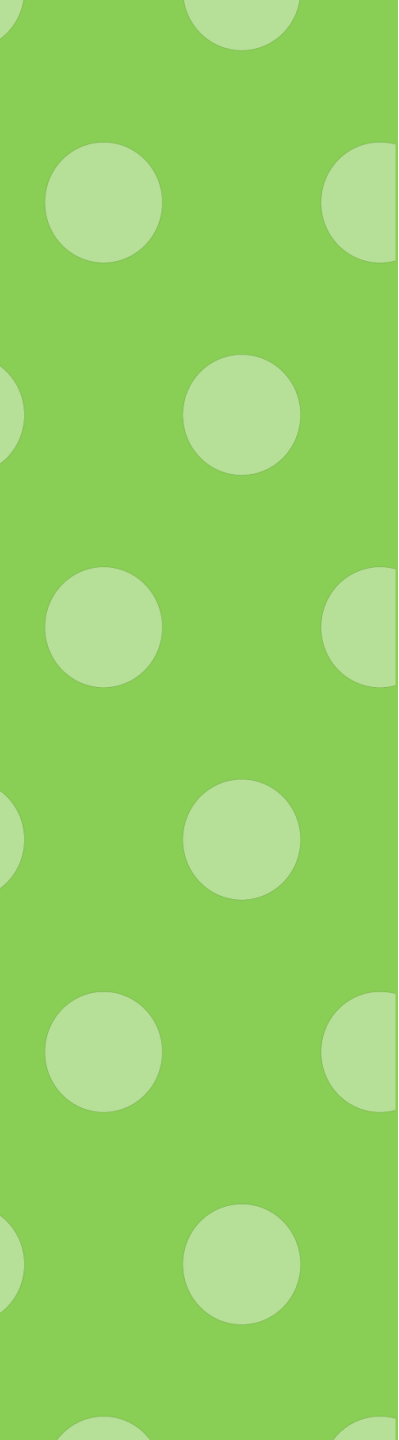
To Prove You'll Market Your Book

- 1. Show what you've already accomplished**



To Prove You'll Market Your Book

- 1. Show what you've already accomplished**
- 2. Show what you WILL DO to promote the book**



**Be creative in letting
the publisher know
how you'll promote
the book.**



2 Questions to ask...

1. What can I DO?



2 Questions to ask...

- 1. What can I DO?**
- 2. Who do I KNOW?**



**Publishers want to
partner with authors
who are going to partner
with them to sell books.**



**Any
questions
about
marketing?**



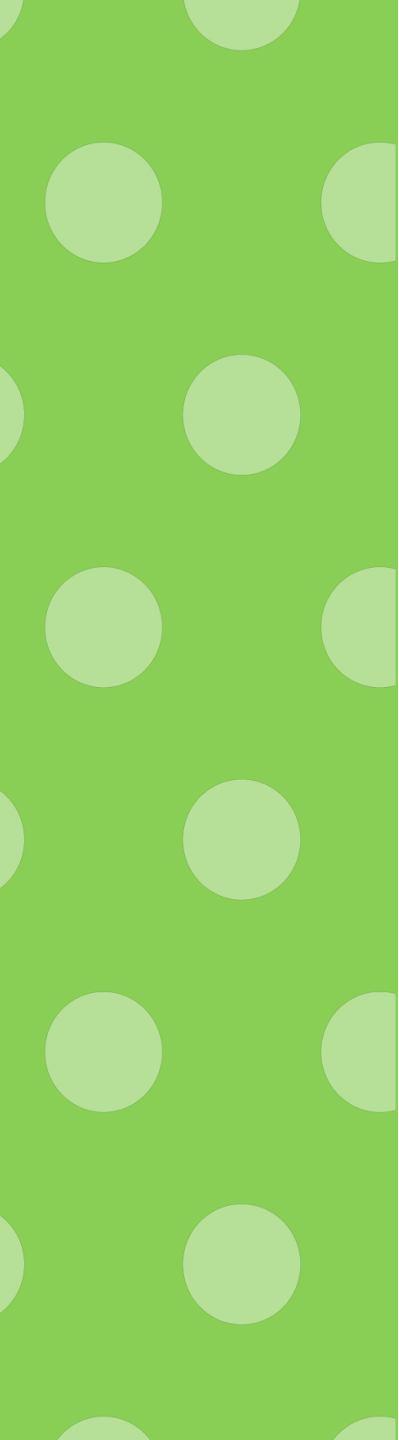
#1 Rule of Good Writing:

“Show, Don’t Tell.”



**Writing that “tells”
simply informs, like
recipe ingredients.**

**Writing that “shows”
offers reader a taste of
zesty key lime pie!**



**The reader is unlikely to
be transformed
by what she is *told*.**



Showing serves the reader.



**Showing before telling is
important because
when you show,
you offer sticky Velcro to
which the big idea can stick.**

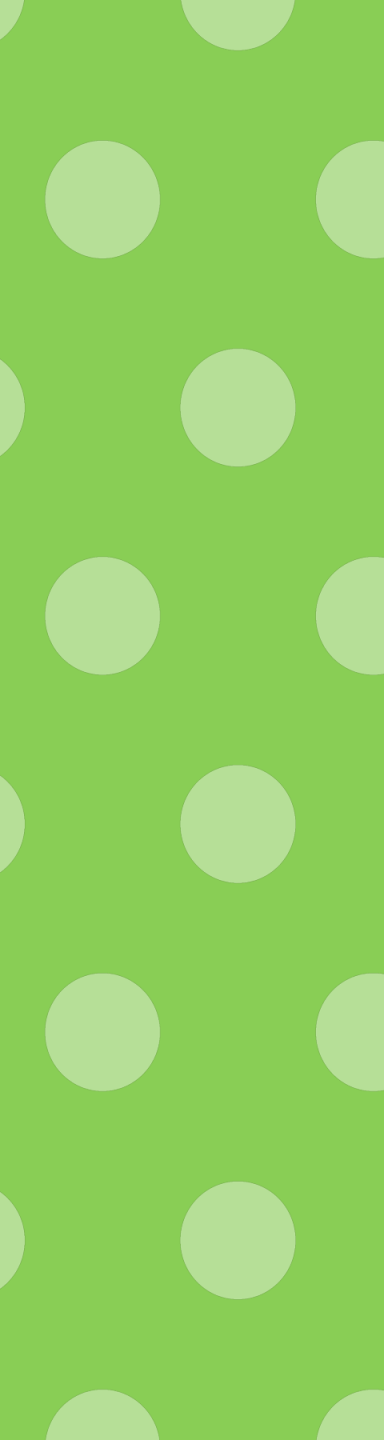


OFFER STRONG WRITING

1. Chapter Summaries

2. Sample Chapters

IDENTIFY READER TAKEAWAY



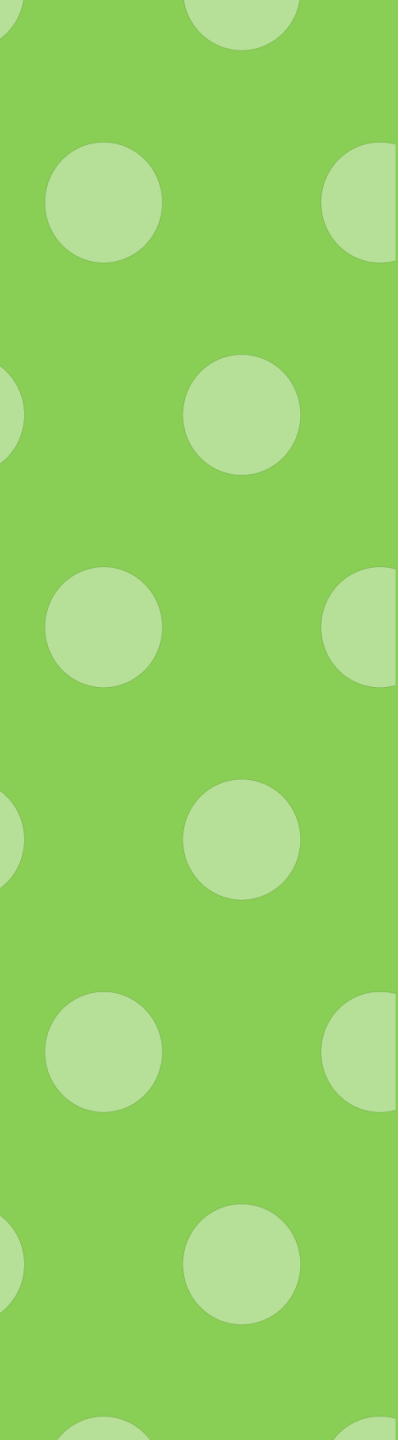
~Identifying the “one thing” you’re communicating in a chapter benefits your audience because effective communication serves the reader.

~Identifying the “one thing” you’re communicating in a chapter benefits you, as the writer, because it keeps you from wandering to irrelevant ideas as you write.



SAMPLE CHAPTERS

- 1. First chapter**
- 2. Favorite chapter**
- 3. If it's NECESSARY, an intro.**



**When you sit down
to write the first draft,
TURN OFF YOUR
INTERNAL EDITOR.**



**The job of your first draft is to
get everything that is inside
of you, outside of you.**



Consider hiring an editor.



Keep it simple.

LITERARY AGENT

Q&A

Q&A

OPTIONAL

- **Titling**
- **Overview**
- **Audience (in proposal)**
- **Comps**
- **Bio**
- **Endorsers**
- **Future books**
- **Writing secrets**
- **Structuring your book**

