

Book Proposal Basics

If you want to secure a publishing contract, you'll need a book proposal. A book proposal is actually a business plan for your book. It includes many of the same components as a business plan: executive summary, market overview, market research, competitive analysis; but it is written specifically for the publishing industry and includes information that publishers will look for when considering whether to extend a publishing contract.

In this episode, we'll explore the basics of book proposals, including:

- Why you need a **book proposal**, even if you are self-publishing your book
- How to **get started** with your book proposal
- Why a book proposal is like a **press release**
- How to organize the **various components** of your book proposal
- The **5 major sections** of a book proposal
- The most important thing to remember when developing your **competitive analysis**
 - (What you never want to do when talking about your competition)
- Why you need to clearly define your **target audience**
 - (Your book is NOT written for “everyone”)
- Recommendations for describing your **manuscript length** and **completion date**
- The difference between a **book proposal** and a **publishing contract**
- How many – and which -- **chapters** you should include in your book proposal
- How to create an **Executive Summary** for your book proposal

Ready to start on your own publishing and speaking journey?

Schedule your own private strategic session with Wendy TODAY! Visit www.WendyKurtz.com to get started.

Other Ways to Connect



[Twitter.com/wkurtz](https://twitter.com/wkurtz)



[LinkedIn.com/WendyKurtz](https://www.linkedin.com/company/WendyKurtz)



[Facebook.com/Wendy-Kurtz](https://www.facebook.com/Wendy-Kurtz)