

CONTENT

Proposed Title

Proposed Subtitle

*(Does the title convey the thesis of the book to a reader in two seconds?)*

One-Sentence Description

*(What is your “cocktail party” pitch, i.e., the one sentence explanation your ideal reader would use to recommend your book to one of their friends.)*

Synopsis

*Brief* chapter by chapter outline

(Paste/write here)

Your Hopes

*(What do you hope the reader will take away from this book? What impact do you hope it will have on the individual and on the church, organization, or culture?)*

AUDIENCE

Who is your primary target audience?

*(Who will read this book? Where can those readers be found? Describe the typical person in your primary audience. What are they like? Who are they? Where are they in life?)*

Who is your secondary target audience?

*(If applicable)*

THE MARKET

Why is the content unique?

*(What does your book cover that no other book does?)*

What is the purpose and need for your book?

*(What solution is your book solving? Why would a reader need to read this book? What is your reader’s current “pain point” and how will your book help them?)*

*(What will have changed for your reader after reading this book?)*

COMPETITIVE TITLES

*(Give names and descriptions of other comparable books.)*

MARKETING

Who can endorse the book and what could you do to encourage promotion?

Proposed back cover copy:

OTHER DETAILS

When do you hope to publish the book?

What stage is the manuscript currently at? (e.g., incomplete, first draft completed, etc.)

What do you anticipate the final word count will be?

AUTHOR INFO

Have you got any previously published works?

Why are you qualified to write on your subject?

Author Bio

*(Short author bio, including previously published work, your role, and any information that demonstrates why you are qualified to write the book.)*