



General Trade (non-Academic) Book Proposal Form

Please use the following template if you would like us to consider your manuscript for publication. *Feel free to copy and paste from material you already have on the following questions.* Please return the completed proposal and accompanying documents to submissions@beaconbooks.net.

1. PROPOSED TITLE:

AUTHOR:

EMAIL:

2. WHAT'S SO IMPORTANT AND SPECIAL ABOUT THIS BOOK?

3. WHY ARE YOU THE BEST PERSON TO WRITE THIS BOOK?

4. WHO IS THE CORE AUDIENCE FOR THE BOOK, AND WHY WILL THEY CARE ABOUT IT?

5. SUMMARY/SYNOPSIS

What is the premise of your book and what makes it stand out. Give a 1-3 paragraph outline of the book.

6. CHAPTER OUTLINE

There are usually 9-15 chapters in a good book. Do not write more than 1 to 2 paragraphs per chapter. Each chapter should have a unique point that adds to the overall meaning of the manuscript.

7. MARKET

What current trends are going to influence people to pick up your book? Think about the audience you're targeting and how your writing will address their needs. Instead of having a niche audience, your audience should be as broad as possible.

If there are similar books on the market you can mention how your book is different or better than the competing books out there.

8. AUTHOR INFORMATION

What are your qualifications? Your writing credentials, contacts, your education, your unique experiences, and what sets you apart.

9. SPECIFICATIONS OF YOUR UNFINISHED BOOK

Your approximate word count, the estimated completion date, and the number of chapters.

10. TABLE OF CONTENTS

11. SAMPLE CHAPTERS

Send one or two completed chapters (preferably the first two) to give us a sense of your writing style and what tone you're going for. If you have not started writing then a few chapters to show the writing style you wish to employ in this book.

12. MARKETING COMMUNICATIONS

Please write two or three short paragraphs giving a synopsis of the book. Think about why the reader might want to purchase the book when writing concluding remarks.