

Proposal
for a book tentatively titled

(proposed or working title)

by
Author

Your address
Your phone & email

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INTRODUCTION

Blah, blah, blah. This proposed book offers -----

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THE MARKET (THE NEED) FOR THIS BOOK

The Market in General

Are there similar books on the market?

How are similar books serving (or not serving) the market?

A Soft Spot in the Market

Identify a gap in the market.

Explain how your book will fill the gap.

- Different approach.
- More depth.
- Up-to-date info.
- Tips & tricks.

Why would this particular book you are proposing sell? Who will buy it? Statistics?
(Publishing is a business, so always address the publisher's bottom line.)

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A DIFFERENT APPROACH AND TREATMENT

The Main Objective

The proposed book's main objective is to -----.

A Secondary Objective

The secondary objective will be to -----.

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AUTHOR'S CREDENTIALS

Professional Credentials:

- -----
- -----

Education:

- -----

Professional Experience:

- -----
- -----

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SAMPLE CHAPTER(S)