



4 KEYS

to an amazing

BOOK PROPOSAL



COMPEL
TRAINING

Pitching your book idea to a publisher or agent can feel intimidating.

That's why we've put together

4 Keys to an Amazing Book Proposal.

In this FREE guide, you'll learn how to:

- Avoid feeling insecure about your book idea by showing the publisher the urgent need for your message in the world.
- Overcome the fear of self-promotion by understanding your unique calling to write the message God has given you.
- Stop wondering who will buy your book and identify your specific audience so you have a stronger foundation for sales.

1. What is your book about?

- Write a brief description (think five sentences or less) of your book idea. We call this an elevator pitch!
- Flesh out your description by explaining the core focus and mission of your book. Think 1–3 paragraphs.
- Include the biblical foundation for your book. What passages or verses of Scripture are your content, story and writing based on? What central biblical theme is the focus of your book?

*Did you know we have a COMPEL course called, “Writing Bible Studies with Impact and Authority”? Lysa TerKeurst and two of her team members also taught a Wednesday Workshop about establishing a biblical framework for your writing. If you want to learn more about how to establish a biblical foundation for your book or how to communicate it in your book proposal, [**join COMPEL today!**](#)*

- Include your chapter outline and at least three sample chapters.
- Provide your manuscript format and details
- Manuscript Format
 - Suggested price point.
 - Number of pages expected.
 - Anticipated word count (45,000–55,000 words on average).
- Manuscript Details
 - What is the current status of your manuscript? How many chapters are written? Is it incomplete or complete? What date do you anticipate it will be completed?
 - Include any special features, like photos, side bar quotes, etc. Will you have devotionals or accompanying Bible study components? Explain why they will enhance your overall book.
 - Which book categories would your book fit into? You can check out any Christian, non-fiction books on Amazon or other book retail. Scroll down to the bottom of the purchase page to see the categories books are placed in. Then, determine which categories you feel your book might fit into based on your subject matter. Include 6–8 category suggestions.

2. What sets your book apart?

-Write your unique selling proposition. This includes 3–5 value statements explaining what value readers will take away from your book. These statements let the publisher know what the take-aways will be from your content. They also explain the uniqueness of your book idea, even if there are other books about your topic already in the market.

COMPEL provides lessons about writing value statements that will impact your entire proposal! When you join COMPEL, you will have immediate access to these lessons and hundreds of others.

Include 5–7 published books that are similar to yours.

- This section is crucial and requires a great deal of time and research. It helps give the publisher an idea of whether or not the book you are proposing actually hits a felt need of your target audience. If there are other books similar to yours, it lets the publisher know the subject matter is popular in today's literary market.
- List books that are selling well and are similar to yours in character or subject matter. Then explain how your book will stand out, meet a different need and have a unique twist on the subject matter.

We have an extended lesson on writing book proposals that includes a downloadable template and the seven facts to include about each book similar to yours. All this is available with a COMPEL membership!

3. How do I promote myself?

-About the Author

- This is the time to brag on yourself a little! Describe who you are, your writing history and why you are the right person to write this particular book. Give some thought to how you can promote your writing on your platforms (website, blog, social media) as well.
- This can be one paragraph or 3–4 short paragraphs. The goal is to help the person reading your proposal know as much about you as possible, why you're qualified to write on the subject and your experience (include jobs, ministry positions, speaking, accomplishments, etc.). This is typically written in third-person format.
- You can also include a professional headshot in this section.

-Author Publishing History

- If you're a published author, list your book(s) here. Include:
 - The title.
 - The publisher.
 - The date/year it was published.
 - A one- or two-sentence description of the book.
 - Approximate sales to date.

- If your sales numbers are low, or you have a self-published book with low sales numbers, it may be best not to include this information.

-Explain your tribes. Describe your social media platforms and audience numbers, blog or website traffic statistics/page views/number of comments per month/year/post, speaking engagements where you could promote the book, magazine articles, affinity groups, potential endorsements, etc.

Networking and industry connections are always a great way to help make writing friends and build your tribes! Join COMPEL and become a member of one of our many popular member-exclusive Facebook Community Groups.

-Share future book ideas. Most publishers aren't looking for a one-hit wonder — they want an author they can build a relationship with and continue to work with in their writing journey. If you have additional book ideas, even if they are nothing more than thoughts in your head, include them here.

At COMPEL, we know it can be hard to keep coming up with writing ideas. But we are here to help! We have multiple lessons in the COMPEL course library about generating ideas, excavating ideas from everyday life and being a consistently creative thinker and writer. Join COMPEL and sign up for a course!

4. Who will buy your book?

-Identify the felt need of your reader. What is the mission of your book? What is the problem your reader is having or the question your reader is asking? How can your book address their challenge and lead from pain to healing and purpose?

-Identify your target audience

- Primary audience: the main group of people to whom you want to market your book.
- Secondary: anyone outside of your specific target audience but who still could relate to what you're writing about.
- Tertiary: more general, yet specified, audience.

-Author Marketing: Let the publisher know how YOU are willing to invest time, energy and finances into helping promote your book. All marketing does not land on the publisher's shoulders and they need to know you are willing to do what it takes to help make your book a success. Consider coming up with a list of ideas to include in your proposal. Here are a few examples:

- Write a certain number of blog posts to promote the book.
- Guest post on other blogs and/or set up a blog tour.
- Travel as requested to promote the book or participate in book tours.
- Design new messages to share at speaking events that wrap about the book's content.
- Share frequently on social media platforms.
- Do an online Bible study of the book on your blog.
- Design graphics with quotes/Scripture from the book and promote on social media.
- Create lots of valuable freebies to go along with pre-orders.
- Put together an online launch team.

There is an intensive lesson at COMPEL called "Ideas for Pulling Off a Successful Book Launch" and other teachings on how to grow and manage your social media platforms. Join COMPEL and start working on your book marketing plan today!

We hope you enjoyed your *4 Keys to an Amazing Book Proposal* guide!

Now that you've got the steps you need to pitch your next great book idea, why not take it a step further by joining COMPEL?

COMPEL Training is only open a few times a year, and right now is one of those times!

By joining COMPEL Training, you'll get access to:

- Our ever-growing course catalog that will help you to hone your skills and get closer to your publishing goals.
- Our vibrant online community that will enhance your learning experience and give you the opportunity to network with like-minded members.
- Opportunities to have your work published! We have exclusive opportunities for our members to have their work published in a variety of ways.

**What are you waiting for?
It's time to take your next
steps as a writer!**

