

## **Chapbook Book Proposal Outline for Seed House Press**

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We know this is likely your first step on your publishing journey, and we understand this book proposal might feel overwhelming at first. Take a breath. You can do this. One small piece at a time.

This is your business plan for your book. Consider each section, do the research, and respond thoughtfully.

Remember: “No Mud. No Lotus.”

### ***I. Overview*** (500 words or less)

Describe your book in two to three paragraphs. What is the title and subtitle? What makes your book unique and worthwhile for your target audience?

### ***II. Target Audience***

Who will primarily buy your book? Who will be lining up to pre-order and tell the world about your book? How big is that audience/market? What other groups and types of readers will also be interested?

### ***III. About the Author***

Provide your credentials and experience. Why makes you the person to write and promote this book at this moment? Please include information on your platform and audience size.

To include, but not limited to:

- Email List Size
- Website and monthly traffic/readership
- Social media (Facebook, Twitter, LinkedIn, Instagram, etc.)
- YouTube Channel
- Partnerships/Media contacts and their email list size/ media outreach potential

We will review your platforms and audience to gauge the reception of your book. We are looking for writers with engaged audiences, not necessarily large audiences.

### ***IV. Competitive Titles*** (100-200 words/title)

Begin with a list of three competitive titles. These are books that yours would sit next to on the library or bookstore shelf. List their titles, subtitles, author, publishing, year of publication, page count, price, first published format, and the ISBN.

Next, briefly summarize these titles. Explain the book in relationship to yours. Differentiate your title from it and demonstrate why there's a need for your book right now.

## ***V. Marketing and Promotion***

Describe your action plan to promote and sell the book. Do you plan to use a launch team? What blogs, magazines, and other media outlets does your target audience pay attention to? What action steps and KPIs will you set for the promotion of your book?

- *Forewords:* Who will you ask to write the forward?
- *Endorsements:* Who will you approach for endorsements?
- *Companion Pieces:* What companion articles can you write to reach new audiences? List the articles and where you could pitch them.
- *Media and Speaking Appearances:* Beyond bookstores, what other types of groups and organizations would be interested in having you speak to them? What blogs could you guest post for? What podcasts could you be a guest on?
- Describe additional promotional opportunities: tours, independent publicist, organizational connections, mailing and newsletter lists, workshops, social media advertising, etc.

## ***VI. Detailed Chapter Outline (not to exceed 2,000 words)***

Include the full chapter outline, with detailed summaries of each chapter. This section needs to give a comprehensive, detailed plan of the contents of your book.

## ***VII. Sample Excerpts***

Include an excerpt from the middle of the book. It should offer a true sense of the style and content of the work.