



WORK YOUR LIGHT™

ONLINE COURSE AND
COMMUNITY FOR LIGHTWORKERS

SAMPLE NON-FICTION BOOK PROPOSAL STRUCTURE

Below are the main parts of the average book proposal. As suggested in the video, if you are planning on sending a proposal through to a publisher, be sure to check their specific requirements. But this is a very good base.

COVER LETTER

(Addressing the contact e.g. editor, publishing house. Briefly introducing yourself, the book name, the concept and why your book and you are amazing).

OVERVIEW

(The book in a nutshell).

ABOUT THE AUTHOR

(All about you and why you are the person to write this book).

PLATFORM

(Your mailing list, social channels, contacts, people who will support the launch of your book).

COMPETITIVE ANALYSIS

(Other books that are similar or prove that there is a market/audience for your book).

TABLE OF CONTENTS

(A list of all of the chapter titles)

CHAPTER SUMMARIES

(A short blurb about what each chapter is about to show the book contents and the journey you will be taking the reader on).

SAMPLE CHAPTERS

(Examples of some of the chapters - actual writing - which will make up the book so the publisher can get a feel for your writing style).

APPENDIX

(Anything else that you want to include that doesn't fit into the other sections, or that you want to expand on).