

Book Proposal Workshop



Course Outline

Class One: Overview of the Publishing Industry

Thursday, February 9 at 5pm PT / 8pm ET

What a nonfiction book proposal is and how it is crafted to attract the best editors; the 5 critical parts of a book proposal; how editors see your proposal; what an Ed Board is and does – and how they determine your fate; selling the book before you type the first word.

- [Assignment: Competitive Book List – Due: February 16](#)

Class Two: Writing Your Overview

Thursday, February 16 at 5pm PT / 8pm ET

Writing your Overview; why this is the single more important thing you will write for this book; how the Overview will influence the book's entire destiny; how to craft a perfect Overview.

- [Assignment: Overview – Due: March 2](#)

NOTE: You have two weeks to do the critically important overview. Use this time wisely!

Class Three: Your Bio

Thursday, February March 2 at 5pm PT / 8pm ET

Publishers want to believe you “know your stuff” as an expert. Writing your perfect bio is how you prove that, but a bio in a proposal is not the same as your resume or CV. The author bio is a sales tool.

- [Assignment: Bio – Due: March 9](#)

Class Four: Competitive Analysis

Thursday, February March 9 at 5pm PT / 8pm ET

What makes your book New, Different, Better or gives the reader More than your competition? You need to serve that answer to the publishers on a silver platter. The Competitive Analysis is how you do that – and how you prepare to craft a better book than you even imagined you were writing.

- [Assignment Competitive Analysis – Due: March 16](#)

Class Five: Chapter Summaries

Thursday, February March 16 at 5pm PT / 8pm ET

Chapter by chapter, you pull your reader into your world. Did you know there are reasons for front-loading the first three chapters of your book? That adding things like quizzes, self-tests, and points to reflect upon can dramatically improve your sales and your media appearances related to the book? Here is how to lay out a very successful book so you can sell it before you even write it.

- [Assignment: Chapter Summaries – Due: March 30](#)

**NOTE: You have two weeks to do prepare the chapter summaries.
Use this time wisely!**

Class Six: Marketing Plan & Proposal Delivery

Thursday, February March 30 at 5pm PT / 8pm ET

Putting it all together, you now have a finished book proposal! All you will need to do is add 1- 2 sample chapters, and this process will have shown you which chapters you should use to show off your book's value and your writing skills.

YOUR FINISHED BOOK PROPOSAL IS DUE: April 20, 2023

Editorial Terms:

A Keller Media-approved, experienced developmental editor will review each assignment as it comes in, in the order received. Plan on 5-7 days for your material to be returned.

A “developmental” edit is not a line edit, which is when people check your grammar and punctuation. A “developmental” edit is asking you questions and offering suggestions for improvement. Please familiarize yourself with Microsoft Word’s Track Changes if you do not already know it.

NOTE: Our goal is not to change your book, but to help you express your idea in the best way you can. You can accept or refuse any suggestion but consider each suggestion carefully.

How to Deliver Your Work:

Deliver each section separately until instructed to assemble your proposal in Week Six. Email each assignment to bpwkellermedia@gmail.com as an attached Word Document. **Only deliver your homework in a Word document as an attachment.** Do not paste anything into an email.

Title your file using this format only: Section Name – Your Full Name
[Example: “Overview – Jane Doe”]

Each section name should be in a 20-point font, flush left, top of the page. The body of your work should be in standard 12-point type with 1.5 spacing.

Use serif font. This document is Bookman Old Style and it is a serif font. New Times Roman is a serif font. A serif font means the lower case “h” has little feet.

Deadline:

All proposals finished and delivered by the deadline of **April 20** will be entitled to one final full edit. Edited proposals will be returned in the order received.

Please note: If you do the homework by the deadlines and you carefully consider our editorial team’s suggestions for improvement, you will complete an excellent book proposal by the deadline. This is wholly within your power!