

## GUIDELINE FOR A NON-FICTION BOOK PROPOSAL



### Your Creative Catalyst

This is a standard template that publishers like to see a synopsis laid out in. It makes it easier for them to quickly judge whether your idea is a good one, and how well you can express it.

It's also very useful for anyone who doesn't want to go to a mainstream publisher, but is planning on self-publishing. It will help you organise your ideas and by doing this initial pre-planning it gives you a very useful guide when you come to write your book. Just thinking through the process of who the book is aimed at, what you want it to achieve and why you want to write it will all help focus your mind and make for a better book.

The section on marketing is also invaluable in helping you to research whether there is a niche for your book already, or if you are breaking new ground.

## HOW TO PRESENT A PROFESSIONAL NON-FICTION SYNOPSIS

Use a professional resume format. This means you offset the sections so that the left hand margin is at least 2 inches wide. This allows space for the editor or reader to make comments on it.

These are the stages you need to complete from start to finish – you would not usually put in the main headings, just the sub headings.

### DESCRIBE

1. Focus - what
2. Purpose - why
3. Approach - how
4. Readership
5. Competition – compare with other books on same subject

Separate paragraphs on each of the above

### GIVE Marketing ideas

- 1 How you could promote the book
- 2 Any networks/associates that could increase sales

### PROVIDE

- 1 Table of contents (with approx. no. of pages or word count if known)
- 2 Foreword – if you have someone reputable to write it
- 3 Introduction
- 4 List of illustrations (if applicable)

5 Brief biographical information focusing on professional background and written in the third person.

6 List of previous publications or experience.

7 At least one, preferably three sample chapters.

8 Do not staple the pages, keep them loose or clipped with a paperclip or held loosely with a paper tag and put into an attractive binder or folder.

**If you want help to produce a winning synopsis please contact me,  
via my website and I will be happy to help you with some individual creative  
coaching. AnnA Rushton**