

GPUB BOOK PROPOSAL TEMPLATE

Step One: Your Cover Page

1 page maximum

This is easy and feels great. Make a simple page with your book's title and subtitle and your name as the author underneath.

Step Two: The Idea

Minimum 4 pages, maximum 10 pages (not including the table of contents and sample chapter)

Now, you've got to get to work describing your book. Your writing really needs to shine here. Now is not the time to be dull and professorial. Really sell someone on why this book idea is tremendous. Once you've written a few good pages about the idea, you'll need to include a sample table of contents—with very detailed chapter descriptions—and the best sample chapter you can supply.

Step Three: The Market

Minimum 2 pages, maximum 4 pages

Okay, now get to work convincing the Editor-in-Chief (that's Dr. Shawn P. Richmond!) that millions of people will buy your book. You will have touched on the market in your earlier section, but here you really pull out all the stops. Show facts, figures, and trends to support your claim that these folks exist and have a compelling reason to buy.

Step Four: The Competition

Minimum 1 page, maximum 3 pages

Head out to the bookstore for this one. Online research is also valuable, but be sure to address what competing books are actually on the shelves in major bookstores. Remember not to take swipes at competing books here, but rather point out areas in which your book will be stronger, fresher, and more up to date.

Step Five: Publicity and Promotion

Minimum 3 pages, maximum 12 pages

Twelve pages of publicity and promotion stuff? Yep! Dr. Richmond will read this section carefully, as do other members of the Goshen Publishers. Don't BS here; be realistic about what shows, magazines, and newspapers will cover your topic. Give yourself extra points if you leave Oprah, Tyler Perry, and TD Jakes out of it.

Step Six: About the Author

Minimum 1 page, maximum 5 pages

It's time for you to shine as the author. Every credential you have, every award you've received, every professional accomplishment that's relevant to your book and its topic needs to be described here. You should be able to talk about yourself as a potential media guest as well, so be sure to list training and appearances.

Important Things to Remember

- Don't use fancy timesteps. Basic Times Roman or Courier is preferred.
- Don't use type larger than 14 or smaller than 12.
- Don't print your proposal on fancy colored or patterned paper. Use basic white only.
- Don't make it too long—between a dozen and 30 pages is just fine.
- Don't lie or exaggerate about yourself, your book, or the market.
- If you use AI to generate content, WE NEED TO KNOW IN ADVANCE.