



Sastrugi Press LLC

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Sastrugi Press
Fiction Book Proposal

Complete this book proposal for a fiction book. This will help you evaluate your target audience. As you write this proposal, you might find you will need to revise the overview sentence and paragraphs.

It is important to keep the overviews updated because they will be used on the website, in the catalog, and in marketing sheets. Fill in each section. Each of these is important because they will guide us in evaluating your work for publication.

If you're still writing your book, use the proposal to help you focus your writing.

Overview sentence

(One sentence describing the 30-second pitch of your book, the “hook” to get the reader to purchase)

Overview paragraph

(One paragraph describing the book. This is what you would read on Amazon as the book description. The longer version of the “hook”)

One page synopsis of the book

(This is the one-page essay describing the book, its value, how it targets readers, and what they will get out of it for their time)

Target Market

(Who will purchase your book? Be specific, not “The US reading audience”.)

Competitive analysis

(Is there a market for this genre? Books, magazines, online content that complements & competes.)

Author Biography

(What other books have you published?)

Marketing plan and promotion

(How will you sell this book? How will you reach your audience? Make it specific, a target value and a date)

Estimated format and size

(Do you have a vision for what the book will look like?)

Pictures, illustrations, graphics

(What additional media will the book need – how will you source it, what permissions are necessary?)

Estimated word count

(How long is your book in the number of words. Use your writing program word count report)

Chapter outline

(Outline of your book with a one-paragraph description of each chapter)

Sample chapter

(A mid-book chapter fully edited)