



MANUSCRIPT SUBMISSION GUIDELINES

PriorityPR Group & Literary Agency

STEPS FOR CREATING YOUR BOOK PROPOSAL

You've started or perhaps even finished your manuscript, but you're not done. The book proposal is a necessary tool that must be completed in order to get your book reviewed by agents and publishers alike.

This isn't the time to rush through the process. Please read through this sheet carefully for specifics on the difference between a fiction and non-fiction proposal and follow the guidelines accordingly.

I also recommend studying W. Terry Whalin's book, *Book Proposal that Sell* which is [available here](#). It will give a more thorough explanation on each component needed for the proposal process. Each component is necessary to the proposal and will take thought and research.

GUIDELINES

Please take time to craft your proposal with the same care in which you crafted your manuscript. It is a reflection of your manuscript, your writing ability, your salesmanship and who you are.

COVER LETTER

Short and sweet. The cover letter should be no more than a half to one page pitch for your book. This is your opportunity to get our attention. Be sure to include your name, address, phone number, and e-mail address.

NON-FICTION PROPOSAL

A non-fiction proposal should include:

1. Title
2. Word count (or estimated word count if you are not finished with the manuscript and an estimated completion date.)

3. Include a simple introductory sound bite statement about your book. This should be 50 words or less.
4. One-paragraph summary of the book. Make it an attention grabber.
5. Tell why your book is unique and what is your “take-away” for the reader
6. Tell your target audience for the book. Don’t say everyone! Be specific. Male? Female, Age Group. Let me know your primary and secondary audience. How does your book fill a need for this audience?
7. Similar books. Do research into the market and list 3-5 books that are similar—and have sold well—to your book as far as topic, audience, etc. Please include their title, publisher, release date, retail price, format (paperback or hardcover, etc) and number of pages in the manuscript. (Hint: You can find most of this info on Amazon). Ideally the books need to have been published in the last five years and sold well. Then describe how your book is different and/or better than the comparison product.
8. Author contribution and biography. Include a short bio of your background and qualifications as a writer. If you have been published previously, please include the title, publisher, release date and number of copies sold to date. What platforms do you have to help promote your book? Publishers are looking for authors that contribute in the promotion process so this is very important. This can include speaking engagements, social media, endorsements you can secure, interviews you have done in the past or can do in the future based on your own abilities, not what you hope you can do based on the publisher’s ability.
9. Let me know if this is a simultaneous submission.
10. Include a chapter-by-chapter outline with a 3-4 sentence summary of the chapter content and key ideas of each chapter,
11. Sample Chapters
Please include three sample chapters of your manuscript. They do not have to be the first three chapters. Please make sure they are in New Times Roman, 12 pt font and double-spaced on an 8 ½ x 11 page format. The margins should not be centered or justified. Please make sure the pages are numbered.

FICTION PROPOSAL

1. Follow steps 1-9 in the non-fiction proposal.
2. You will not need to include a chapter-by-chapter outline of your story. In

place of this step present a 1000-word summary of your story so that we can get an understanding of the storyline after your sample chapters. The writing for your 1000 word summary is just a quick overview. Be concise. This section isn't about showing off your writing skill but giving a good summary.

3. Provide the first three chapters of your story.

4. Last, provide a 75-100 word teaser/copy that might appear on the back of the book.

Once this is complete you are ready to begin.
Email your proposal to: karen@prioritypr.org

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