



EDITING NONFICTION BOOK PROPOSALS 101

Instructor: Christi McGuire

COURSE OUTLINE

In today's competitive world of publishing, authors are searching for support to help them be successful. It is beneficial for editors to know all the aspects of the submission process in order to best guide, coach, and encourage clients through the extensive journey. This four-lesson course takes an in-depth look at the nonfiction submission process, including how to write and edit query letters and book proposals. You will learn the elements to include in a book proposal and how to work with your clients to develop a top-notch proposal!

Lesson 1: More Than an Editor

- What Authors Need in Today's Publishing World
- What Is a Book Proposal?
- Stay Informed
- Encourage Writers through the Process
- Know When an Author Is Ready to Submit

Lesson 2: The Basics of a Query Letter

- When and Why a Query Is Necessary
- How to Grab an Agent's Attention in a Query Letter
- What to Include in a Query Letter
- How to Format a Query Letter

Lesson 3: The Basics of a Book Proposal

- Elements of a Book Proposal
- Formatting
- Cover Letter
- Title Page

- Hook/Premise Statement/One-Sentence Description
- Overview/Summary
- Audience
- Comparative Analysis/Competitive Titles
- Author Bio
- Marketing Plan
- Future Books, Alternate Titles, and Manuscript Details
- Chapter-by-Chapter Synopsis/Annotated Outline

Lesson 4: The Sample Chapters and Following Up

- What Chapters to Include in the Proposal
- How to Format the Sample Chapters
- Editing the Sample Chapters
- Encouraging and Following Up with Clients