

Free Guides for Non-fiction Writers

FROM JO FINCHEN-PARSONS @ [THE EXCHANGE BLOG](#)

Non-fiction Book Proposal

Use this template to thoroughly research and plan your outline and content. This will not only make for an easier writing process but for a more successful product.

Either fill in this PDF directly, or copy the prompts into a word processor.

Working title:

Subtitle:

Concept:

Here, write the main purpose of your book. What subject does it cover and what angle does it take?

Theses (alternatively argument or unique point of view)

Main thesis:

Here, write the overarching point you'd like the reader to absorb and come away with.

Chapter theses:

Here, write the main point each chapter will make. How does each chapter build on the previous?

Chapter 1:

Chapter 2:

Chapter 3:

Chapter 4:

Chapter 5:

Chapter 6:

Chapter 7:

Chapter 8:

Chapter 9:

Chapter 10:

Chapter 11:

Chapter 12:

Mission:

What will the reader have accomplished or how will they have benefitted by reading your book? What do you want for your reader?

Audience profile

Describe your intended reader. It's useful to note down their knowledge level of your book's subject matter.

Primary target audience:

Secondary target audience:

Competition

You can copy this table as many times as you need to a word processor.

Title	
Author	
Publisher	
Year	
Description	
Pages	
Price	
Rankings	What categories do your competitors rank in? Does the book rank highly? This helps tell you how much it is or isn't direct competition.
Reviews	Summarise the star ranking.
Positive comments	Summarise the top positive points.
Negative comments	Summarise the top negative points.

Upcoming titles to watch:

Are there any further editions or new relevant books due to be published soon? Make a note to follow their launch.

Learnings from competition:

Having reviewed the competition closely, particularly reviews, what learnings can you take into your book? For example, what gaps in the readers' expectations can your book fill? In what areas can you compete?

Publication considerations

Paperback: Y/N

Printer:

Distributor:

Rough costs:

eBook: Y/N

Format:

Distributor:

Rough costs:

Target selling price:

Assuming a final page count of XX and paperback format. (Check your competition and how you will fit in and compete. For example, are there lots of large in-depth books and a shorter overview would be welcome? Or is the expectation that all books on the subject matter develop content to a certain depth?)

\$:

£:

Unique selling points:

Write at least three points that differentiate your proposed book from the competition and make sure they are strongly represented in the outline. This will also be useful when you come to write or brief marketing and jacket copy.

Content summary

Here, draft your outline in as much detail as you can at this stage and at least at chapter-heading level.