

## Book Proposal Guidelines for Fiction Sonfire Media

Your fiction proposal document should include the sections listed below. Please single space the proposal and use a 12-pt font. Use a word processing program (preferably WORD), not a PDF file, for proposal or book submissions. Contact [info@sonfiremedia.com](mailto:info@sonfiremedia.com) if you have questions.

### Identifying Information

Authors name(s):  
E-mail:  
Phone:  
Address:  
Working title of the novel:  
Genre:  
Anticipated word count:  
Anticipated date of completion:

### Novel Summary

What is your book about? Writers often call this the *elevator pitch*. Imagine you step into an elevator and find yourself face-to-face with a well-known editor—you have less than three minutes to sell your book idea before he or she steps off and the doors close. What is the *premise* of your book? What will the reader *take away*? Summarize your book in one page or less.

### Market Analysis and Marketing Strategies

Who is your audience? What are the demographics—woo the editor with a few statistics to show that the book has potential readership. Tip: no book is for “all” women, men, etc. Think seriously about the exact demographic that would pick your book off the shelf and pay for it. Narrow your focus. Analyze who would read and benefit from your book. For example, avoid statements like “My book is for women of all ages.” Instead, think like this: “My book is for young-adult women who like to read romantic historical fiction.”

What will you do to market your book? How would you use the Internet and social media for marketing? What types of promotional ideas do you have for your novel?

### **Competition**

What similar books in your genre are already on the market? Check out Amazon.com and read the blurbs about similar books. Select five or six competitive books, give a two or three sentence description of each one, and tell how your book differs. What need does your book meet that the others don't?

### **Author Bio**

Why are you the one to write this book? What are your credentials? Include activities that would help with marketing—for example, if you are a speaker, how often do you speak? What size is the average audience? List professional and writing organizations you belong to.

### **Synopsis of Your Story**

This five to six page synopsis should show your plot lines and character development in greater depth than your one-page summary. You may present this information in a paragraph for each chapter or in an outline form.

### **And, finally...**

If your manuscript is finished, attach the complete book; if not, attach the first fifty pages. Although the proposal is single-spaced, your manuscript should be double-spaced, again use a 12-point font.

Send your completed proposal and manuscript sample to [info@sonfiremedia.com](mailto:info@sonfiremedia.com) as a WORD attachment. Please do not send PDF files.