



LANTERN
PUBLISHING & MEDIA

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Book Proposal Submission Outline

Please submit your proposal using these following guidelines.

Title and Subtitle

What is the title and subtitle of your book?

One-Sentence Summary

Describe your book in one sentence.

Overview

Describe your book in two or three paragraphs (300 words or less). Who is the target audience and what makes your book engaging? Think of this as the copy that would go on the back cover of your book.

Target Audience

Who is the core audience, the most likely purchasers of your book? What and how big is the market? What other groups and types of readers will also be interested in your book?

Comparable Titles

List and summarize the major comparable titles. Briefly explain why yours is different.

About the Author

What credentials and experience qualify you to write and promote your book and the subject matter?

Marketing & Promotion

How do you plan to promote the book and reach your audience? What individuals would be willing to contribute blurbs and a Foreword/Introduction? Do you engage in media and speaking appearances?

Completion Date and Word Count

Please provide the status of your manuscript and approximate word count.

Table of Contents (TOC)

Please provide both brief and detailed TOC (if detailed is available).

Sample Chapter

Please indicate if a sample chapter is available. If so, provide one chapter for review. If we want to see more, we will let you know.

Thank you