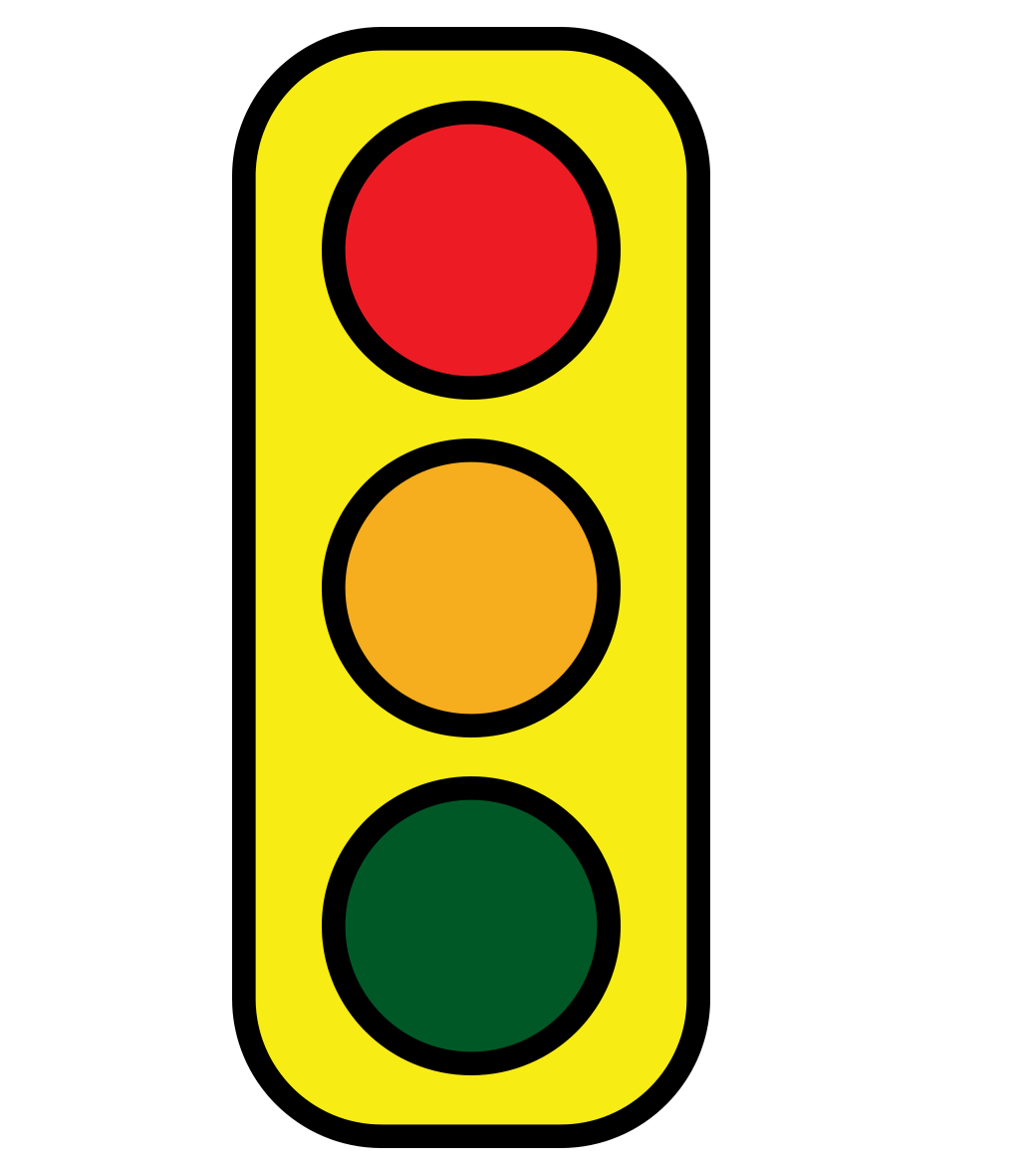
**Book Proposal Viability Assessment**

©*Margot Starbuck & Sarah Arthur*

**Author**

**Book Title**

**Fiction or Nonfiction?**

**Address line 1**

**Address line 2**

**Contact phone**

**Email**

**Website**

**Twitter/Instagram Handle**

**The Project:** Has the author offered a unique and compelling premise?

Summary: [1-2 brief paragraphs description of the plot, similar to back cover copy.]

Details

Approximate word count:

Seeking Traditional Publication or Self-Publishing?

Traditional Publisher Self-Publishing

Part of a series? Yes No

Does this book relate to cultural trends or current events? Yes No

(If Yes, please offer one sentence of explanation)

**The Hook:** Has the author offered a compelling hook to draw in the reader?

1-2 sentence hook: [Your elevator speech for this project that will hook editor/reader’s attention.]

**The Market:** Are there readers, with a palpable felt-need, waiting to read this book?

Target Audience & Similar Books:

Answer the following:

* Who is your target readership or tribe? (1 sentence)

* What itch does this scratch for them? What is reader’s felt need that this book meets? (1 sentence)

* What other similar titles or kinds of books does this group like? (3-5 titles)

* How is your book different? (1 sentence)

**The Platform:** Has the author built a platform that will sell books?

Author credentials & platform:

* List publishing experience
  + If you’ve published books, list: (1) Title (2) Publisher (3) Year (4) Number of copies sold.

* + If you’ve published articles, share the 3 of which you’re most proud: (1) Magazine (2) Title of Article (3) Link, if available

* Guilds or groups to which you belong

* Number of social media followers
  + Facebook
  + Twitter
  + Instagram
  + LinkedIn
  + Other
* Blog/Podcast URL
  + Number of blog subscribers and/or podcast downloads
* Pertinent teaching and/or speaking experience (List speaking engagements over last 12 months and how many people in each audience)

* Educational background (List each institution and degree)

* Honors & awards (Share name of award, year)

* Possible endorsers (Know anyone famous? List 5-10 potential endorsers)

* Why are you the best person to write this book? (2-4 sentences)

**The Writing:** Does the writing shine? Is the reader longing to turn the next page?

* Table of Contents

* Brief chapter summaries (2-3 sentences summarizing content of each chap.)

* Sample writing: (Please include sample writing as email attachments.)
  + Nonfiction: please submit the first chapter of this book and your favorite chapter. (Introduction not requested.)
  + Fiction: please submit first two full chapters.

**Other…**

Anything we haven’t asked that a publisher should know? (Are you executive director of an international organization? Sister of a national talk show host? NFL MVP? Etc.)