

Nonfiction Business Book Proposal

1. Overview

Book Title

Subtitle

Author Name(s)

Summary of the Book

2. Target Audience

Describe your ideal readers

3. The Need

Why this book is necessary

4. About the Author

Bio

Qualifications

5. Competitive Titles

Similar Books & Differentiation

6. Marketing & Promotion

Marketing Plan

Author Platform

7. Book Structure

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Sample Chapter 2