**Elva Resa Publishing – Proposal Outline**

*This general outline represents the type of information we want to see in a book proposal. Modify as appropriate for your specific submission. Your proposal should convey what this book is about, the need for it, why you are the right author, why Elva Resa is the right publisher, and what will make this project successful. If you have not written a book proposal before, we recommend* [How to Write a Book Proposal(5th ed)](https://amzn.to/3NWbeoj) *by Jody Rein/Michael Larsen. Be clear, concise, polished. In addition to introducing us to your project, your proposal gives us an idea of your approach to research, communication, and relevant details. Upload your proposal with the file name: LastName-BookTitle-Proposal.pdf*

**CONTACT**

Author **name**:

**Email**:

**Phone**:

Mailing **address**:

**Coauthor** name (if any):

*If more than one author, please submit only one proposal via the primary/lead author.*

Current **military affiliation**:

\_\_Current service member \_\_Close military family member (spouse, parent, child, sibling)

\_\_Veteran \_\_Patriotic supporter

**Agent** name/contact (if any):

**OVERVIEW** *Concise summary/at-a-glance*

**Book title/subtitle***:*

**Logline**:

*One-sentence description/hook/pitch*

**Length/format**:

*(e.g., 32-page picture book, 18K-word middle grade novel, 800-panel teen graphic novel; 50K-word adult self-help book)*

**Status**:

\_\_Original, unpublished

\_\_Manuscript is complete \_\_Manuscript will be complete within the next 4 months

\_\_Previously published (self-published; out of print by previous publisher; collection of previously-published material)

**Author**:

*Concise statement about what makes you the right author.*

**Elva Resa**:

*Concise statement about why Elva Resa is the right publisher.*

**BOOK**

*What is this project and why does it matter?*

**Book description/synopsis**:

*Fiction: plot/story summary and character profiles; Nonfiction: content summary and detailed outline.*

**Primary reader profile**:

\_\_Children 0–5 \_\_Children 6–10 \_\_Preteen/Middle grade \_\_Teen/YA \_\_Adult

Describe in detail your primary ideal reader:

**Bulk purchaser**:

*Who will purchase this book in bulk? What connections do you have?*

**Portfolio**:

*How does this book support Elva Resa’s mission, relate to military family life, fit Elva Resa’s business model?*

**Comps**:

*How does your submission compare to other recently-published books (copyright within last 3 years)? Why is yours different/ better/ needed? Include one competitive book (primary reader might buy instead of yours), one complementary (might buy with yours), one comparable (similar example of a book like the one you propose).*

1. Competitive Title/ISBN/Publisher/Year:

Comparison/ differentiation:

1. Complementary Title/ISBN/Publisher/Year:

Comparison/ differentiation:

1. Comparable Title/ISBN/Publisher/Year:

Comparison/ differentiation:

**Author Platform**

*What makes you uniquely qualified to write and promote this book? Tell us about your existing author platform and how you engage with your audience.*

**Background/experience/credentials** related to this book/topic:

**Primary author website**/landing page:

**Online channels** you use as a professional author and/or speaker/expert *(please do not list personal or private channels)*; include links/handles and relevant stats/engagement:

Blog:

Podcast:

Facebook author page:

Twitter author handle:

Instagram:

LinkedIn:

YouTube:

Pinterest:

TikTok:

Amazon author central page:

Goodreads author page:

BookBub author profile:

Additional author/book website(s):

Additional author/book social media:

Author event calendar:

Other:

**Offline platform**:

*Significant speaking engagements, syndicated print columns, board positions, event host, etc.*

**Other published books** *(title/publisher/year)*

and **key successes** *(e.g., bestseller status, adoption by key programs, national media, translations, movie deals, sales figures, major endorsements/awards)*:

**Key influencer relationships** that will champion this project:

**Active professional author involvement** *(associations, writing groups, professional organizations)*:

**Marketing/Promotion Plan**

*Describe your proposed pre-publication and post-publication approach to promoting your book.*

**Pre-publication**:

**Post-publication**:

**Key success factors**:

**Manuscript/Sample Chapters**

*Tell us in the proposal what you are uploading for review. Upload (in a separate document) the following based on the format of your book. Name your file: LastName-BookTitle-MS.pdf*

**Children’s picture book**: entire manuscript (no illustrations unless you are a professional illustrator submitting your own work)

**Chapter books/middle grade/teen**: first three chapters

**Graphic novel**: first chapter

**Adult fiction**: first three chapters

**Adult nonfiction**: synopsis, outline, representative 1-3 sample chapters

**Previously-published work**: pdf of published book, sales summary