



PUBLISHED & PROFITABLE NOTES AND RESOURCES

# Author Guide to Planning a Book Proposal

1 Identify your most-desired readers	2 Identify their biggest & most urgent problems	3 Identify a "process" for helping them



MODULE 2, WORKSHEET 5

# Book Proposal Structure

ENGAGEMENT

DESCRIPTION

MARKET

PROOF

EXECUTION

DETAILS

# Watch your publishing success take shape on your computer monitor



If you're looking for an experienced writing and publishing coach who can guide you through the process of planning, writing, promoting, and profiting from a published book, you'll want to contact Roger C. Parker who offers a variety of computer-based learning programs to help you:

1. **Identify** the right type of book to build your brand
2. **Choose** a compelling title
3. **Prepare** a table of contents
4. **Select** the right publishing opinion
5. **Set-up** a blog and online presence
6. **Write** a compelling book proposal
7. **Master** the skills needed to write your book as quickly as possible
8. **Leverage** existing content and resources
9. **Prepare** a book marketing plan
10. **Create a marketing funnel** to convert readers into profits

## Programs tailored to your needs

Options include:

- **Published & Profitable membership**, with access to over 400 pages of templates, worksheets, and recorded interviews. \$19.95 a month plus 1-time \$49.95 set-up
- **1-on-1 personalized coaching programs**, including 2 “webinar” brainstorming calls a month plus e-mail support
- **Short-term, task-based “help” calls** focused on copy and design issues, including setting goals, making decisions, mastering specific skills, preparing white papers and incentives, and website productivity. Get quick, competent assistance.

Contact [roger@publishedandprofitable.com](mailto:roger@publishedandprofitable.com) or call **603-742-9673** for details.