



*Dream of
Travel Writing*

Know Your Non-Fiction Book's Market to Make Its Business Case

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee with a saucer and a spoon. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to
talk about...

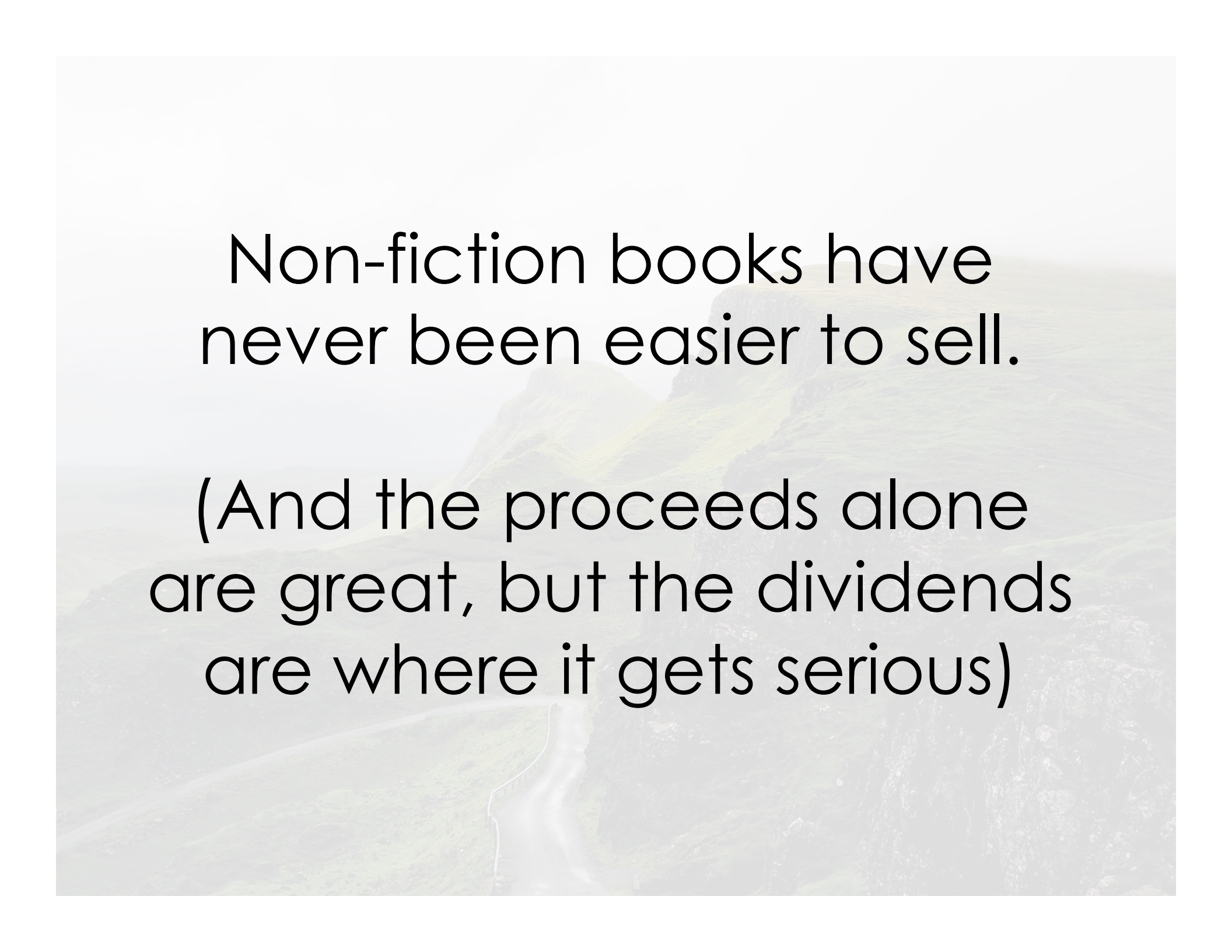
1. The sections of the non-fiction book proposal
2. Why the market (or lack there of) is the test step for your entire idea
3. What does and doesn't work when establishing your book's market
4. The concentric circles approach to proving your book's marketability





Before we get this train moving...

Why are we talking about books?
Don't I want you to make money?



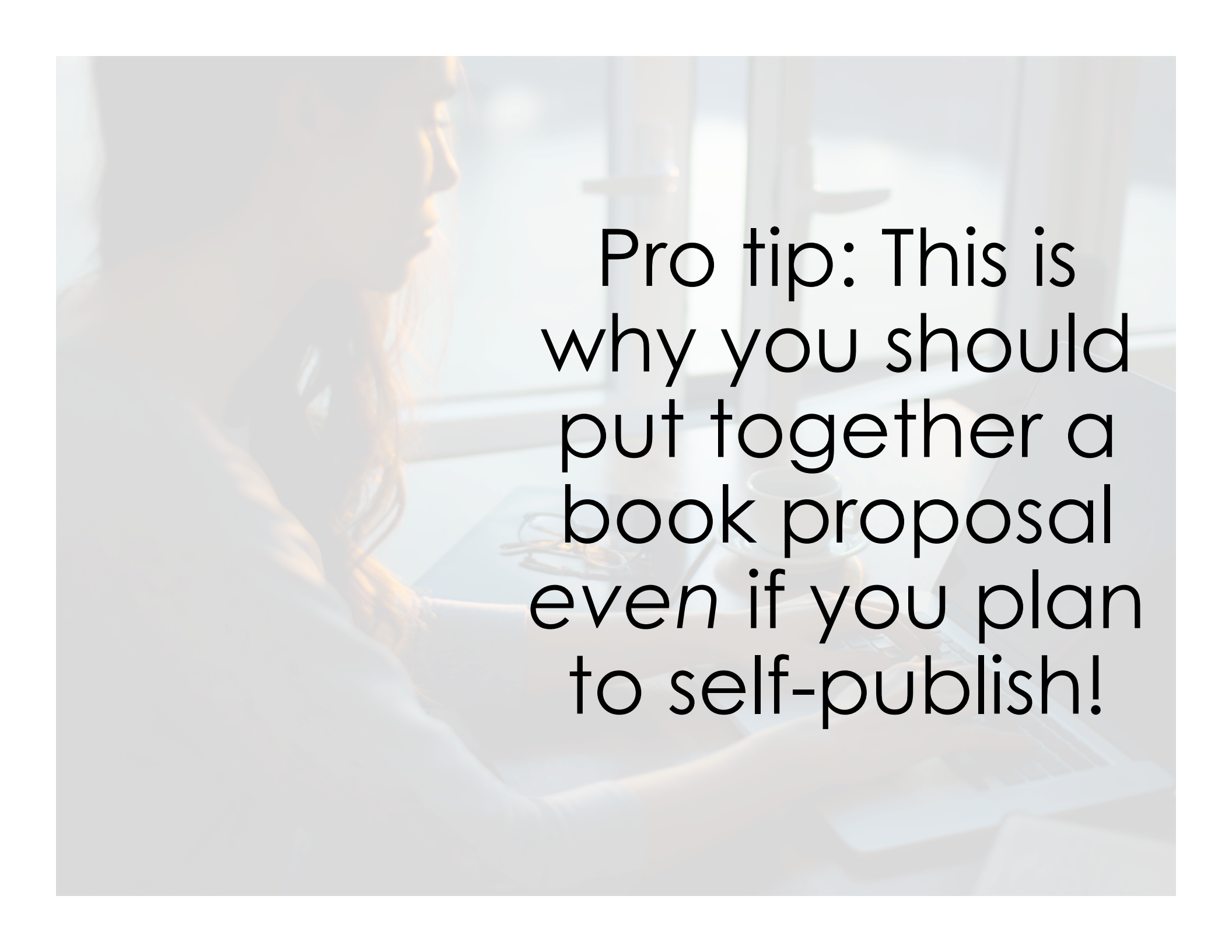
Non-fiction books have
never been easier to sell.

(And the proceeds alone
are great, but the dividends
are where it gets serious)

The Sections of Your Non-Fiction Book Proposal (and how to attack them)

- Overview (write this last)
- Comparative titles
- Target Market or Target Audience
- Marketing Plan
- Author bio
- Table of Contents
- Sample Chapters

It's interesting how much this has to do with how we pitch content marketing gigs!

A woman with long hair is sitting at a desk, looking at a laptop. There is a cup of coffee on the desk. The background is a bright window with blinds. The text is overlaid on the right side of the image.

Pro tip: This is why you should put together a book proposal *even* if you plan to self-publish!

Avoid generic statements like these:

- A Google search result on [topic] turns up more than 10 million hits.
- A U.S. Census shows more than 20 million people in this demographic.
- An Amazon search turns up more than 10,000 books with “dog” in the title

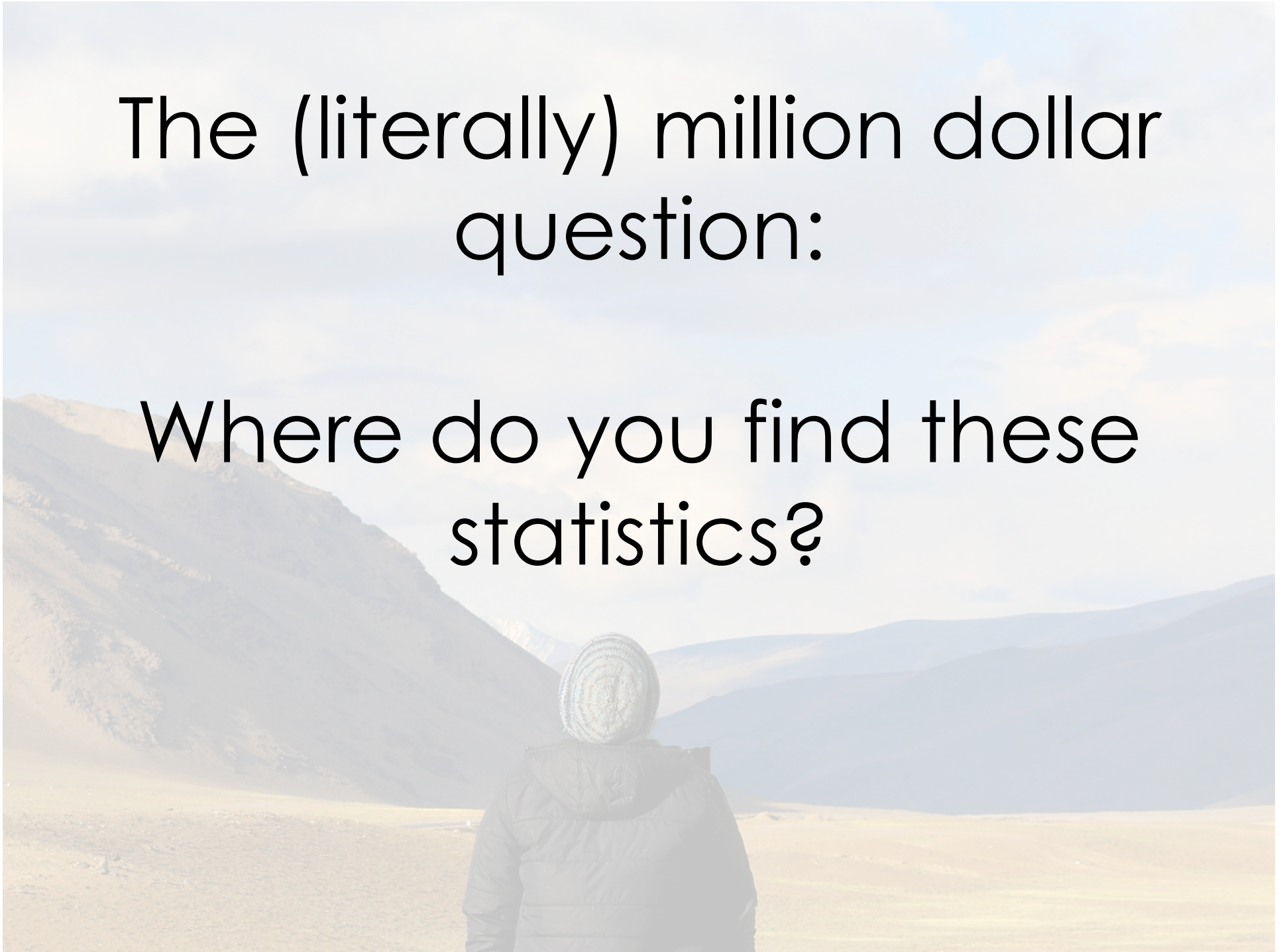
(Via JaneFriedman.com)


These are meaningless statistics. The following statements show better market insight:

- Media surveys indicate that at least 50% of quilters plan to spend about \$1,000 on their hobby this year, and 60% indicated they buy books on quilting.
- Recent reviewers of [X books] complain that they are not keeping up with new information and trends.
- The New York Times recently wrote about the increased interest in military memoirs; [X and Y] media outlets regularly profile soldiers who've written books about their experience.

The (literally) million dollar
question:

Where do you find these
statistics?



A woman with long brown hair, wearing a red dress with white floral patterns, is shown in profile from the waist up. She is looking down at a tablet computer she is holding. The background is a soft-focus outdoor scene with trees and foliage. The text is overlaid on the right side of the image.

Every agent/
editor's
favorite
question: **Who**
needs this
book?

The Spheres of Readers for Your Book

- Who needs this book? Who has a question or need that this book answers?
- Who is already spending money to follow their interest in this topic?
- Who is interested in this topic and joining groups to pursue that interest?
- Who is already buying books about this topic?
- What other types of interests overlap with this topic?
- Don't say: ### readers of books in the world
☺

Thanks so much
for joining us today!

It was a pleasure chatting
travel writing with you 😊

Have a follow up question on this webinar? Email questions@dreamoftravelwriting.com and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

