



*Dream of
Travel Writing*

The Parts of Your Book Proposal About You and Your Book (And Why They're Actually Much Less Important)

by Gabi Logan, founder of Dream of Travel Writing

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

1. While these “vital” sections are really the least important/last of your worries
2. Reviewing the sections of the non-fiction book proposal
3. Crafting your author bio
4. Putting together your chapter summaries
5. Selecting your sample chapters
6. Summing it all up in your overview



Before we get this train moving...

How can the summary of your book
and your author bio be less
important than everything else?

This is a business deal, and
the business case is
ultimately the deciding
factor

The Sections of Your Non-Fiction Book Proposal

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

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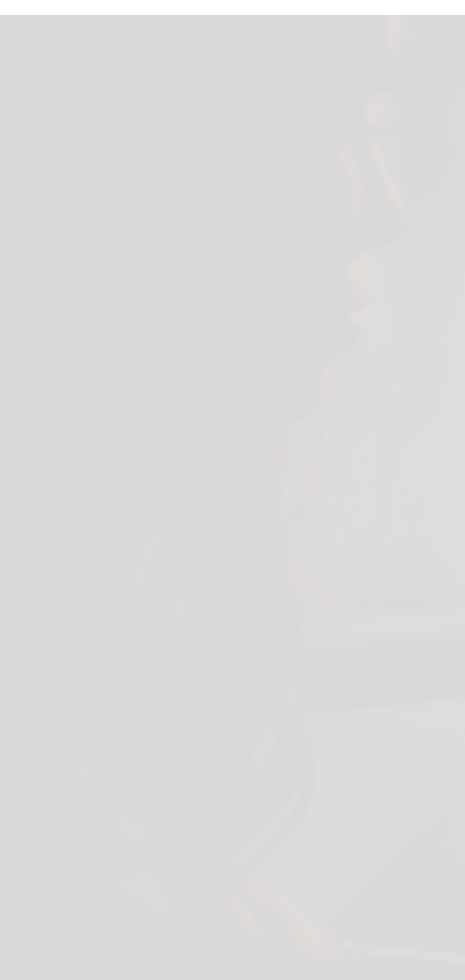
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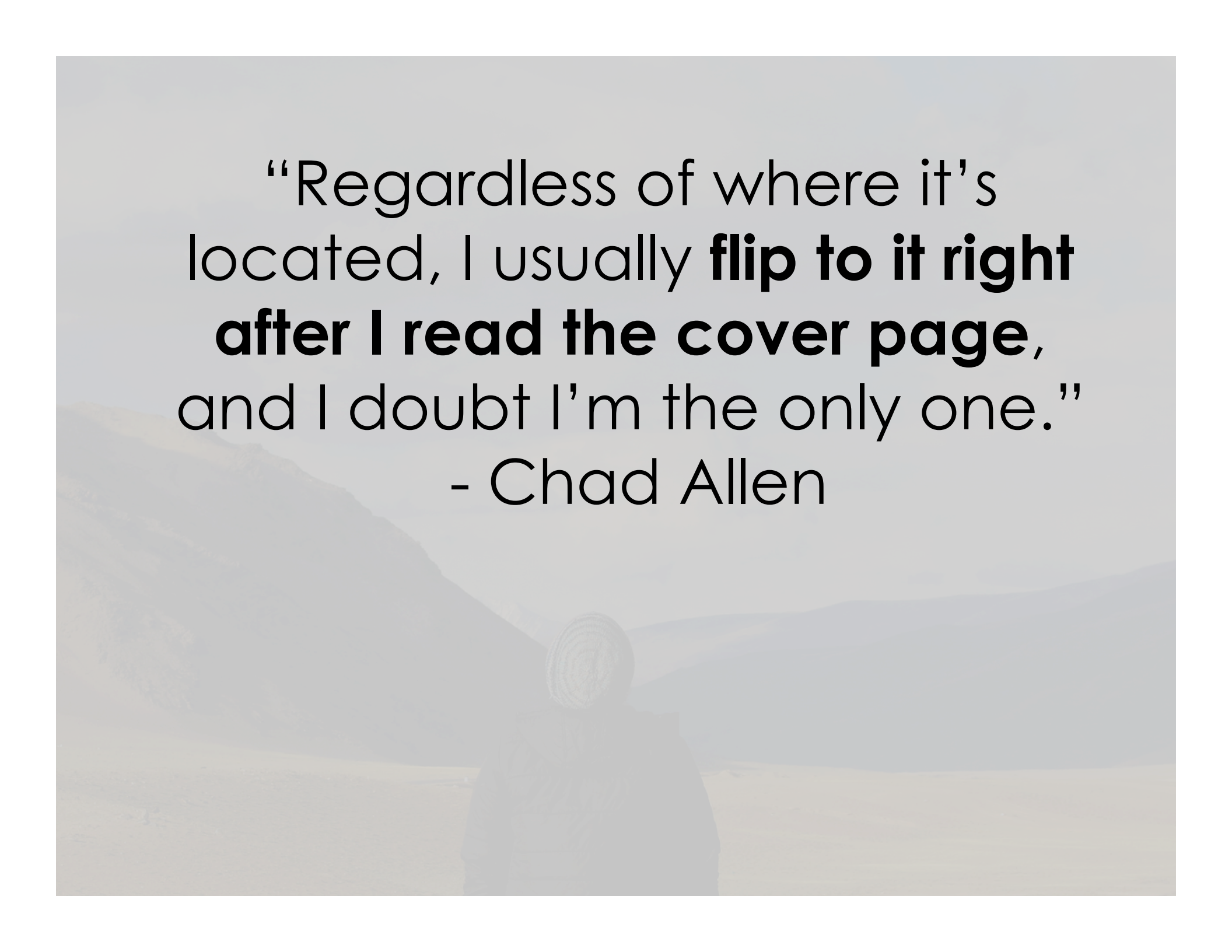
What We'll Cover Today

- **Overview (write this last) – we'll do this last today as well**
- ~~Comparative titles~~ – Webinar 1 in this series
- ~~Target Market or Target Audience~~ – Webinar 2 in this series
- ~~Marketing Plan~~ – Webinar 3 in this series
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- **Table of Contents**
- **Sample Chapters**




What do you
think your author
bio is about?

(Because it's not
really about *you*)

A person wearing a dark jacket and a woven hat stands in a vast, hazy desert landscape with rolling sand dunes and distant mountains. The scene is dimly lit, creating a soft, atmospheric effect.

“Regardless of where it’s located, I usually **flip to it right after I read the cover page,** and I doubt I’m the only one.”

- Chad Allen



“As a publisher, I want to know that you’ve written **some things that have been published.**

I want to know **where to place you within the marketplace** (affiliations and networks), and what your platform is like.”

What **NOT** to Do in Your Bio (via Chad Allen)

- Spend more than 250 words
- Say nothing about why the author is a credible source for the book's content
- Hide the author's main vocational role
- Include more than one sentence about what you're passionate about
- Confuse the reader about what the author is passionate about
- Not refer to relevant accomplishments
- Not refer to the author's ability to reach readers
- Overdo the humor
- Not evidence any hustle
- Be arrogant or otherwise off-putting

What to Do in Your Bio (via Chad Allen)

- Spend less than 250 words
- Begin with a role that is relevant to your book
- Not hide the author's main vocational role
- Reference accomplishments that are relevant to the book
- Reference the author's ability to reach readers
- Reference your affiliations and networks
- Briefly tell the publisher what the author is passionate about
- Include just a tad of humor or something about the author's location and family

Chapter Summaries Are All About KISSing

- Reference one narrative per chapter (don't have one? Get one!)
- 100-200 words per chapter
- Must show how the book will play out
- Use active voice
- Use present tense
- Highlight the marketable aspects of the chapter
- Be succinct
- Chapter titles and subtitles matter most here

There are only two options for sample chapters:

If your book is narrative → Use the beginning

If your book is prescription → Don't use the intro; choose the strongest/meatiest chapter

The “overview” comes last, because it is the culmination of ALL of the other work you’ve done so far

Your Overview Needs to Weave In:

- Introduction
 - Do not make any assumptions here
 - Introduction to *the relevance of your book's topic to the world* (a.k.a. paying readers)
 - Why people will pay to read about this (pulled from target market)
- What the book will cover
 - Oriented toward supporting marketability
 - Do not talk about you
 - Do not talk on a chapter-by-chapter level
- Close with expected length and how long it will take you to write it

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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.

