



Randall House Publications
National Association of Free Will Baptists

Book Proposal Guide

In accordance with our policy, Randall House does not accept unsolicited manuscripts for consideration of publication. However, we do welcome proposals for Christian-based books in specific genres: family ministry, church history, theology, Christian living, Bible studies, reference, academic, and inspirational. We choose to review a book proposal before receiving a completed manuscript. After reviewing the proposal, we will determine if we will publish your work or prayerfully recommend you pursue other publishers.

Use this book proposal template as a guide to help create the best proposal possible. Please include each item. In deciding whether or not to pursue publication, we will consider the merits of your proposal and the quality of your writing.

Include the following:

1. State the book's purpose.

Make this concise; usually one paragraph is sufficient. Explain what your proposed work will enable its target readers to do.

2. Describe the primary audience of the book and any secondary audiences. This aids in marketing strategies.

Determine who are the target and secondary audiences and how they will benefit from and use your proposed work. Also, determine what your work assumes the target reader will already understand and be able to accomplish.

3. Include an author bio.

Discuss your platform and circle of influence. Include writing experience, previous published works, and any experience relating to subject of book. List any marketing and sales opportunities you have established.

4. Analyze the books already on the market with which it will compete and determine the need for your work. Use tables to compare the features and benefits of all books on the

market that are similar to the work you propose. *Express how your book will differ from those already on the market and appeal to target consumers.*

5. Summarize the main points of each chapter in an annotated outline or table of contents. A small paragraph is sufficient to convey the overarching point each reader will take from that chapter. If your work is not divided into chapters, expound on each major section in an outline.

6. Provide three or four complete chapters. We prefer that you include an introductory chapter that sets the tone and thesis, a chapter or two that continues in the progression of your proposal, and a final chapter that concludes and summarizes. If your work is not divided into chapters, provide a generous sampling of the major points within the manuscript.

7. Estimate the length of the complete manuscript (in double-spaced pages and in total words) and the date by which you anticipate completing it.

8. Describe the types and quantity of illustrations suggested for inclusion in the work. Indicate whether or not you believe illustrations, graphs, maps, charts, photographs, etc. to be beneficial to the completed work. Also, indicate which you can provide and which you expect the publisher to provide.

9. Identify authorities in the subject field or genre of your work who endorse or may contribute a foreword to your work. This is helpful in the marketability of the product, especially in the case of new authors. This list of endorsers also increases the credibility of your proposed work.

10. Indicate if you are submitting this proposal to other publishers at the same time.

Send your proposal (in Microsoft Word file) to: Books@RandallHouse.com

Please allow 12 weeks after receipt of your proposal before inquiring about a review.