



## Randall House Publications

National Association of Free Will Baptists

P.O. Box 17306 • 114 Bush Road • Nashville, TN 37217

615-361-1221 • 1-800-877-7030 • Fax 615-367-0535 • [www.randallhouse.com](http://www.randallhouse.com)

### Book Proposal Guide

In accordance with our policy, Randall House Publications does not accept unsolicited manuscripts for consideration of publication. However, we do welcome proposals for Christian-based books in various genres (i.e. fiction, reference, academic, inspirational, biography, children's, etc.). We choose to review a book proposal before receiving a completed manuscript. After reviewing the proposal, we will make the decision to pursue the manuscript for publication or recommend you seek publication elsewhere.

Please use this book proposal template as a guide to help create the best proposal possible. In deciding whether or not to pursue publication, we will consider not only the merits of your proposal, but also the quality of your writing.

Include the following in your proposal:

- 1. State the book's purpose.** Please make this concise; usually one paragraph is adequate. 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 and/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, please expound upon 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, please 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 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.**
- 11. Provide a self-addressed envelope complete with necessary postage if you wish us to return your materials after review.**

Send your proposal (in hardcopy and in Microsoft Word file) to:

Acquisitions Editor  
Randall House Publications  
P. O. Box 17306  
Nashville, Tennessee 37217

You may e-mail an electronic file to [michelle.orr@randallhouse.com](mailto:michelle.orr@randallhouse.com). Please allow 10 to 12 weeks after receipt of your proposal before you call or e-mail to ask about its review.