

## **Elk Lake Proposal Guidelines**

**Your proposal should include the items discussed below. Attach them as a single file to an email with "submission: title, author's name, and word count" in the subject line and send to [Deb.@ElkLakePublishingInc.com](mailto:Deb.@ElkLakePublishingInc.com)**

### **1. Proposal Cover e-mail**

The following information should be included: title/genre/word count and appropriate contact information (name, mailing address, telephone(s), preferred e-mail address, agent). This e-mail should interest me in reading your proposal. Attached to the email should be the information listed below. Note: the attachment's file name should be descriptive—author name, title of work, fiction or nonfiction proposal. (Please submit attachment in Word.doc or Word.docx format.)

### **2. One-Page Sell Sheet**

- The first line of a sell sheet includes the title, genre, and word count
- Tagline: one-line pitch for your book (required for nonfiction; optional for fiction)
- Back cover paragraph/description—short description of the book
- Abbreviated bio with author photo

### **3. Biographical Sketch**

List your writing experience, your education, your achievements, and your prior publishing history.

### **4. Story Synopsis**

Prepare a one- to three-page synopsis of your story.

### **5. Market Analysis**

Identify your novel's audience (the specific categories of readers your book is designed to attract).

## **6. Competitive Analysis**

Identify two to three novels published within the past five years similar to your proposed work. Tell me how your book is superior and/or provides a new slant on your topic.

## **7. Marketing Strategies (what will you do to sell your book in cooperation with us?)**

Increasingly, fiction and non-fiction authors are encouraged to promote their novels themselves through writers' conferences, book signings, and web sites. ELP suggests you establish a web site to promote yourself and your book. You'll need to create promotional giveaways, arrange your own book signings, and/or attend writers' conferences. Think outside of the box.

## **8. History of the Manuscript**

Please tell me if the manuscript has been submitted to other editors and/or publishers by yourself or your agent.

## **9. Three Chapters**

For fiction, send the first three chapters. Non-fiction can be your choice of the first three chapters or which three chapters you feel best showcases your book.