

THE  
*Book Proposal*  
 MASTERCLASS

HOW TO WRITE A DEAL-WINNING NON-FICTION BOOK PROPOSAL

## THE BOOK PROPOSAL MASTERCLASS: CURRICULUM + SCHEDULE

THE CLASS RUNS DAILY MONDAY-SATURDAY OVER FOUR WEEKS. THERE ARE NO LESSONS ON SUNDAYS.

- ➔ **GOT A QUESTION FOR BETH?** TAG @BETHKEMPTON IN THE FACEBOOK GROUP ANYTIME WHILE THE CLASS IS LIVE.
- ➔ **GOT A QUESTION FOR CAROLINE HARDMAN OR THERESE COEN OF HARDMAN & SWAINSON LITERARY AGENCY?** EMAIL IT TO [LEARNING@DOWHATYOULOVEFORLIFE.COM](mailto:LEARNING@DOWHATYOULOVEFORLIFE.COM)
- ➔ **GOT A TECH ISSUE?** EMAIL THE TEAM AT [LEARNING@DOWHATYOULOVEFORLIFE.COM](mailto:LEARNING@DOWHATYOULOVEFORLIFE.COM). PLEASE DON'T POST ABOUT TECH ISSUES IN THE FACEBOOK GROUP. WE CAN RESPOND AND SUPPORT YOU MUCH MORE EFFICIENTLY IF YOU EMAIL US DIRECTLY!

	DAY	DATE	LESSON	LISTEN	DO	NOTES
<b>PART 1: THE DREAM</b>						
Before class starts	n/a	n/a	<b>1.0</b> Welcome brave soul!	<b>Audio 1.0</b> (Beth)	<b>Exercise 1a:</b> Checking in	Get ready for class with these two starter lessons
	n/a	n/a	<b>1.1</b> How this class works	<b>Audio 1.1</b> (Beth)	<b>Exercise 1b:</b> Getting ready	

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	DAY	DATE	LESSON	LISTEN	DO	NOTES	
WEEK 1	Monday	Jan 18, 2021	<b>1.2</b> It begins with a vague idea	<b>Audio 1.2</b> (Beth)	<b>Exercise 1c:</b> Ten ways to shape the blob		
	<b>PART 2: THE PROPOSAL</b>						
	Tuesday	Jan 19, 2021	<b>2.1</b> What is a proposal and why do you need one?	<b>Audio 2.1</b> (Beth)	<b>Exercise 2a:</b> The bones PLUS Sample of book proposal covers		
	Wednesday	Jan 20, 2021	<b>2.2</b> Market analysis	<b>Audio 2.2</b> (Beth)	<b>Exercise 2b:</b> Drafting your market analysis		
	Thursday	Jan 21, 2021	<b>2.3</b> The Commissioning Editor's View	<b>Audio 2.3</b> (interview with Anna Steadman, Commissioning Editor at Headline)	n/a		
	Friday	Jan 22, 2021	<b>2.4</b> Content structure	<b>Audio 2.4</b> Content structure (Beth)	<b>Exercise 2c:</b> Drafting your content structure PLUS Samples of book contents in proposals		
	Saturday	Jan 23, 2021	<b>2.5</b> Chapter summaries	<b>Audio 2.5</b> Chapter summaries (Beth)	<b>Exercise 2d:</b> Drafting your chapter summaries		

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	DAY	DATE	LESSON	LISTEN	DO	NOTES
WEEK 2	Monday	Jan 25, 2021	<b>2.6</b> Overview part 1 (Why this?)	<b>Audio 2.6</b> (Beth)	<b>Exercise 2e:</b> Why the world needs this book	
	Tuesday	Jan 26, 2021	<b>2.7</b> Overview part 2 (Why you?)	<b>Audio 2.7</b> (Beth)	<b>Exercise 2f:</b> Why you are the best person to write this book	Deadline for questions ahead of Zoom Live. Please tag @bethkempton in the Facebook group with any questions. If you choose not to join the group, you can email your question to <a href="mailto:learning@dowhatyouloveforlife.com">learning@dowhatyouloveforlife.com</a> for inclusion in the session.
	Wednesday	Jan 27, 2021	<b>2.8</b> Overview part 3 (Why now?)	<b>Audio 2.8</b> (Beth)	<b>Exercise 2g:</b> Why this book must be written/published right now'	
	Thursday	Jan 28, 2021	<b>2.9</b> Overview part 4 (Who is it for?)	<b>Audio 2.9</b> (Beth)	<b>Exercise 2h:</b> Identifying your readers PLUS The Bookseller's View	Zoom Live on THURSDAY at 7.00-8.30pm UK time. Check the classroom for the link, and check <a href="http://worldclock.com">worldclock.com</a> for your local time.
	Friday	Jan 29, 2021	<b>2.10</b> Behind-the-scenes of Book Fairs	<b>Audio 2.10</b> (insight into Book Fairs with Caroline Hardman & Therese Coen)	n/a	
	Saturday	Jan 30, 2021	<b>2.11</b> All about you	<b>Audio 2.11</b> (Beth)	<b>Exercise 2i:</b> Drafting your About The Author section / <b>Exercise 2j:</b> Drafting your Platform section	

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WEEK 3	Monday	Feb 1, 2021	<b>2.12</b> PR/Marketing plans	<b>Audio 2.12</b> (Beth)	<b>Exercise 2k:</b> Drafting your Marketing section PLUS Sample pitch email and press release PLUS Are Bookshop events worth it? An experiment PLUS Tips for pitching to be on podcasts		
	Tuesday	Feb 2, 2021	<b>2.13</b> The PR + Marketing View	<b>Audio 2.13</b> (Interview with Beth Wright, Senior Press Officer, Little, Brown + Aimee Kitson, Senior Marketing Officer, Little, Brown)	n/a		
	Wednesday	Feb 3, 2021	<b>2.14</b> Other sections + query letter	<b>Audio 2.14</b> (Beth)	<b>Exercise 2l:</b> Drafting any other sections		
	<b>PART 3: THE DEAL</b>						
	Thursday	Feb 4, 2021	<b>3.1</b> Getting an agent and getting a book deal	<b>Audio 3.1</b> (Beth)	<b>Exercise 3a:</b> Figuring out what you want and who with <b>Exercise 3b:</b> Drafting your query letter PLUS Sample proposal to publication timelines		
	Friday	Feb 5, 2021	<b>3.2</b> The Agent's View	<b>Audio 3.2</b> (interview with Caroline Hardman, Agent, Hardman & Swainson Literary Agency)	Advance and royalty payments explained PLUS Insight from Caroline Hardman on publishing in the current climate		
Saturday	Feb 6, 2021	<b>3.3</b> The Rights Director's View	<b>Audio 3.3</b> (interview with Therese Coen, Rights Director, Hardman & Swainson Literary Agency)	n/a			

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<b>PART 4: THE WRITING LIFE</b>					
Monday	Feb 8, 2021	<b>4.1</b> The Writing Life	<b>Audio 4.1</b> (Beth)	<b>Exercise 4a:</b> Letter to yourself	
Tuesday	Feb 9, 2021	<b>4.2</b> Your writing sample	<b>Audio 4.2</b> (Beth)	<b>Exercise 4b:</b> Your writing sample	
Wednesday	Feb 10, 2021	<b>4.3</b> The Award-winning Author's View	<b>Audio 4.3</b> (interview with Beth Kephart, memoirist + writing coach)	A few thoughts on research	Deadline for questions ahead of Zoom Live. Please tag @bethkempton in the Facebook group with any questions. If you choose not to join the group, you can email your question to <a href="mailto:learning@dowhatyouloveforlife.com">learning@dowhatyouloveforlife.com</a> for inclusion in the session.
<b>PART 5: YOUR BRILLIANT WRITING CAREER</b>					
Thursday	Feb 11, 2021	<b>5.1</b> Building a writing career	<b>Audio 5.1</b> (Beth)	<b>Exercise 5a:</b> Mapping opportunities	
Friday	Feb 12, 2021	<b>5.2</b> Review, reflect, refine - Bringing it all together	<b>Audio 5.2</b> (Beth)	<b>Exercise 5b:</b> Reviewing, reflecting, refining	Zoom Live on FRIDAY at 7.00-8.30pm UK time. Check the classroom for the link, and check <a href="http://worldclock.com">worldclock.com</a> for your local time.
Saturday	Feb 13, 2021	<b>5.3</b> Ready to pitch	<b>Audio 5.3</b> (Beth)	<b>Exercise 5c:</b> Your commitment	

WEEK 4

## AFTER CLASS HAS ENDED

Tuesday 23 February, 2021. Zoom Live with Caroline Hardman & Therese Coen at 4-5pm UK time. Check the classroom for the link, and check [worldclock.com](http://worldclock.com) for your local time.