

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
- ➔ **GOT A TECH ISSUE?** EMAIL THE TEAM AT 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
	PART 1: THE DREAM					
Before class starts	n/a	n/a	1.0 Welcome brave soul!	Audio 1.0 (Beth)	Exercise 1a: Checking in	Get ready for class with these two starter lessons
	n/a	n/a	1.1 How this class works	Audio 1.1 (Beth)	Exercise 1b: Getting ready	

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WEEK 1	Monday	Jun 29, 2020	1.2 It begins with a vague idea	Audio 1.2 (Beth)	Exercise 1c: Ten ways to shape the blob	
	PART 2: THE PROPOSAL					
	Tuesday	Jun 30, 2020	2.1 What is a proposal and why do you need one?	Audio 2.1 (Beth)	Exercise 2a: The bones PLUS Sample of book proposal covers	
	Wednesday	Jul 1, 2020	2.2 Market analysis	Audio 2.2 (Beth)	Exercise 2b: Drafting your market analysis	
	Thursday	Jul 2, 2020	2.3 The Commissioning Editor's View	Audio 2.3 (interview with Anna Steadman, Commissioning Editor at Headline)	n/a	
	Friday	Jul 3, 2020	2.4 Content structure	Audio 2.4 Content structure (Beth)	Exercise 2c: Drafting your content structure PLUS Samples of book contents in proposals	
	Saturday	Jul 4, 2020	2.5 Chapter summaries	Audio 2.5 Chapter summaries (Beth)	Exercise 2d: Drafting your chapter summaries	

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	DAY	DATE	LESSON	LISTEN	DO	NOTES
WEEK 2	Monday	Jul 6, 2020	2.6 Overview part 1 (Why this?)	Audio 2.6 (Beth)	Exercise 2e: Why the world needs this book	
	Tuesday	Jul 7, 2020	2.7 Overview part 2 (Why you?)	Audio 2.7 (Beth)	Exercise 2f: Why you are the best person to write this book	Deadline for questions ahead of FB Live. Please tag @BethKempton in the Facebook group with any questions.
	Wednesday	Jul 8, 2020	2.8 Overview part 3 (Why now?)	Audio 2.8 (Beth)	Exercise 2g: Why this book must be written/published right now'	
	Thursday	Jul 9, 2020	2.9 Overview part 4 (Who is it for?)	Audio 2.9 (Beth)	Exercise 2h: Identifying your readers PLUS The Bookseller's View	Facebook Live 1 on THURSDAY at 7.00pm UK time in the Facebook group. Check worldclock.com for your local time.
	Friday	Jul 10, 2020	2.10 Behind-the-scenes of Book Fairs	Audio 2.10 (insight into Book Fairs with Caroline Hardman & Therese Coen)	n/a	
	Saturday	Jul 11, 2020	2.11 All about you	Audio 2.11 (Beth)	Exercise 2i: Drafting your About The Author section / Exercise 2j: Drafting your Platform section	

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	DAY	DATE	LESSON	LISTEN	DO	NOTES
WEEK 3	Monday	Jul 13, 2020	2.12 PR/Marketing plans	Audio 2.12 (Beth)	Exercise 2k: 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	Jul 14, 2020	2.13 The PR + Marketing View	Audio 2.13 (Interview with Beth Wright, Senior Press Officer, Little, Brown + Aimee Kitson, Senior Marketing Officer, Little, Brown)	n/a	
	Wednesday	Jul 15, 2020	2.14 Other sections + query letter	Audio 2.14 (Beth)	Exercise 2l: Drafting any other sections	
	PART 3: THE DEAL					
	Thursday	Jul 16, 2020	3.1 Getting an agent and getting a book deal	Audio 3.1 (Beth)	Exercise 3a: Figuring out what you want and who with Exercise 3b: Drafting your query letter PLUS Sample proposal to publication timelines	
	Friday	Jul 17, 2020	3.2 The Agent's View	Audio 3.2 (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	Jul 18, 2020	3.3 The Rights Director's View	Audio 3.3 (interview with Therese Coen, Rights Director, Hardman & Swainson Literary Agency)	n/a	

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WEEK 4	DAY	DATE	LESSON	LISTEN	DO	NOTES
	PART 4: THE WRITING LIFE					
	Monday	Jul 20, 2020	4.1 The Writing Life	Audio 4.1 (Beth)	Exercise 4a: Letter to yourself	Deadline to send in questions for Caroline Hardman and Therese Coen by email to learning@dowhatyouloveforlife.com
	Tuesday	Jul 21, 2020	4.2 Your writing sample	Audio 4.2 (Beth)	Exercise 4b: Your writing sample	
	Wednesday	Jul 22, 2020	4.3 The Award-winning Author's View	Audio 4.3 (interview with Beth Kephart, memoirist + writing coach)	A few thoughts on research	
	PART 5: YOUR BRILLIANT WRITING CAREER					
	Thursday	Jul 23, 2020	5.1 Building a writing career	Audio 5.1 (Beth)	Exercise 5a: Mapping opportunities	Deadline for questions ahead of FB Live. Please tag @BethKempton in the Facebook group with any questions.
	Friday	Jul 24, 2020	5.2 Review, reflect, refine - Bringing it all together	Audio 5.2 (Beth)	Exercise 5b: Reviewing, reflecting, refining	
	Saturday	Jul 25, 2020	5.3 Ready to pitch	Audio 5.3 (Beth)	Exercise 5c: Your commitment	Facebook Live 2 on SUNDAY at 7.00pm UK time in the Facebook group. Check worldclock.com for your local time.