

KILLER TITLE

KEY WORD FRIENDLY SUBTITLE

BY
Author's Name

REPRESENTED BY
Agent name and contact information

*“So you were hoping for a cheery devotional that would warm your heart, put a grin on your face, and remind you to count your blessings as you climb, climb up sunshine mountain as heavenly breezes blow? Guess what? You picked the wrong book. On the other hand, I’ll bet you can’t read just one of Lori’s bite-sized reflections. There’s plenty of sugar to help the medicine go down. As soon as you peek ahead and think, I’m not sure I want to face this particular truth, you remember that the last time you thought that, Lori made it palatable with the right dash of humor, pathos, or ah-ha. Then you’ll find yourself saying, as I said: ‘All right, just one more. And one more. And one more.’” - Jerry B. Jenkins (secured endorsement for *Running from a Crazy Man*)*

The proposal section of the book is formatted with Times New Roman, 12pt font, single-spaced, no indent, space between paragraphs, page numbers and header.

HOOK

One question or statement that makes it impossible for intended readers to NOT want this book. (15 words or less): **Example:** Your next conversation could impact someone's life forever

SYNOPSIS

Back cover copy that compels the reader to open and read the first page. (100-300 words, shorter is better.)

Example: Hard conversations challenge everyone. Some people make every effort to avoid them altogether; others dive in enthusiastically, damaging relationships in the process. A solid middle ground is difficult to find--especially for those who want to make sure they're following a biblical model for these tough encounters.

Lori Roeleveld firmly believes that the dialogues everyday Christians delay are often the very channels God wants to use to deepen relationships and transform lives. And she is eager to address the challenges they pose and to guide readers to meaningful conversations that rely on the wisdom of the Bible rather than the world.

In *The Art of Hard Conversations*, Roeleveld provides motivation, inspiration, and practical, readily applied skills to make those tricky talks more effective. Through funny, vulnerable personal stories, sound biblical teaching, and sections of tips and assignments to practice, the principles here are guaranteed to increase the confidence and competence of Christians in discussing sensitive topics of every kind. (159 words)

AUTHOR

About the author will include details to demonstrate you have the life/educational/experiential credentials to write on this topic to your intended audience. It should also demonstrate that you're already reaching these readers through various means of ministry/writing/speaking. If you've previously published, you must include those books and their sales numbers (even self-published). Mention writing/speaking/audience-specific achievements. This doesn't have to be long but should be convincing. Write in the third person and let yourself be as wonderful as you are. People who read this in the industry know you're being professional, not prideful. People not in the industry assume others write your bio for you.

Example:

Lori Stanley Roeleveld has been teaching the Bible and speaking at women's events for over thirty years. She has degrees in psychology and biblical studies. She has loved the Lord and studied her Bible since early childhood. Now in her sixties, Lori's heart is to bring the Scriptures alive for each new generation and to recapture the imaginations of those who know the Bible well. She speaks and writes from a depth of biblical knowledge, compassion developed from life experience, and humor that makes hard truths easier to swallow.

Lori has a full-time ministry of words, speaking, writing, teaching Bible, and offering counsel to other believers. Lori has coached over 150 Christian writers and speakers through Take Heart! Freelance and Coaching and is certified through Advanced Writers and Speakers Association.

Lori is a prolific blogger alternating between her author website, <https://loriroeleveld.com/> and her Substack at <https://loriroeleveld.substack.com/>. She writes SEO articles for Salem Media with articles appearing on Crosswalk.com, BibleStudyTools.com, and Christianity.com. In 2015, Lori's blog was named one of the Top 100 Christian Blogs. A single blog post ("They'll Be Dead by Morning – What Difference Will It Make") was viewed over 2 million times, and several others have gone viral on Facebook including, "On the Day They Shoot Me Down in My Pew" which has been shared more than 68,000.

Lori's winsome use of story and humor combined with solid biblical content has resonated with readers of her blog, articles, devotionals, and her six award-winning books (her seventh is due to release in 2026) including *Running from a Crazy Man (and other adventures traveling with Jesus)* (sales to date XXXX+; Lighthouse Publishing of the Carolinas 2014), *Red Pen Redemption* (sales to date XXX, Elk Lake Publishing 2015), *Jesus and the Beanstalk: Overcoming Your Giants and Living a Fruitful Life* (sales to date XXXX; Abingdon Press 2016, Elk Lake Publishing 2022), *The Art of Hard Conversations: Biblical Tools for the Tough Talks that Matter* (sales to date XXXX, Kregel Publishing 2019), *Colorful Connections* (sales to date XXXX; Kregel Publishing 2022); and *Graceful Influence* (sales to date XXXX, Our Daily Bread Publishing 2024).

All of Lori's books have been finalists or won awards including AWSA's Golden Scroll Book of the Year 2024, BRMCWC's SELAH First Place Non-Fiction Book 2022, AWSA's Golden Scroll Christian Living Book of the Year 2019, BRMCWC's Director's Choice Awards for Non-fiction 2015 and 2017, 2nd place

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for Non-fiction 2022, BRMCWC's SELAH finalist for Christmas Novella 2016, Book of the Decade finalist for Serious Writer 2020, BRMCWC's SELAH finalist for Christian Non-Fiction 2020.

Alternative Titles

Titles may be changed by the publisher so if you'd like, mention two or three alternatives you like.

Examples for *Graceful Influence* (which was originally titled *Lasting Impact*).

Impact: How God Makes a Difference through Women's Lives

Lasting Impact: How We Effect People's Lives Forever

Women's Impact: Everyday Women of the Bible Making a Difference

Marketing

Marketers want to know a) how are people becoming AWARE that you exist as a writer/speaker, b) when they become aware of you do they ENGAGE with what you write, and c) are they willing to SUBSCRIBE to receive what you write and/or PAY MONEY for what you write. Here is where you describe your efforts at building a ministry and/or platform. This may include:

- a) Subscriber numbers to a website or Substack or newsletter or blog.
- b) Number and size of speaking events and number of future scheduled events.
- c) Media contacts and any history of interviewing on radio, TV, or podcasts.
- d) Committed endorsers.
- e) Special promotions or events, unique opportunities you have or will create to promote your book.
- f) Social media presence and numbers with links to all.

Example from The Art of Hard Conversations proposal:

Lori Stanley Roeleveld has been building a loyal following of readers since 2008 and continues to increase her tribe, focusing primarily on her blog (10,000+ RSS subscribers, 1800+ email subscribers), Facebook (4950 friends, 1075+followers, 1954+likes), and personal speaking (Lori's speaking event book sales average 45-50% of her audience). With an average of 25 yearly appearances from New England to Oregon, Lori has implemented platform building/speaking coaching from Jane Rubietta to expand her ministry. Lori is a popular speaker at women's retreats and general church events, including as a keynote speaker for the Seventh Day Baptist General Conference appearing with Kevin Sorbo and Leith Anderson. She enjoys being on faculty at numerous conferences including Iron Sharpens Iron for women (Worcester), ReNEW: Retreat for New England Writing, Cec Murphy's Writer to Writer, and Blue Ridge Mountain Christian Writers Conference.

She maintains a presence on X (3100+), Instagram (3400+), Goodreads, and LinkedIn. She's recently been expanding her reach on Pinterest with an average 15.2k monthly views. Lori capitalizes on all these avenues for platform-specific marketing targeted to her primary readers – Christian women ages 40 and up, their young adult children, and their pastors/small group leaders.

Lori's past media interviews are available on the media page of her website:

<https://loriroeleveld.com/press/>

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Website: <https://loriroeleveld.com/>

Facebook page: <https://www.facebook.com/lori.roeleveld>

Facebook author page: <https://www.facebook.com/lorisroeleveld/>

Facebook page for Take Heart! Coaching: <https://www.facebook.com/takeheartcoaching/>

Twitter: <https://twitter.com/lorisroeleveld>

Goodreads: https://www.goodreads.com/author/show/9798820.Lori_Stanley_Roeleveld

Pinterest: <https://www.pinterest.com/lorisroel/>

Instagram: <https://www.instagram.com/loriroeleveld/?hl=en>

LinkedIn: <https://www.linkedin.com/in/lori-roeleveld>

YouTube: <https://www.youtube.com/user/lorisroel>

Manuscript Status

Here, include the size of the book and it's completion status:

Example:

Word count: 55,000 words

Manuscript delivery date: Completed within six months of a signed publishing contract

COMPARISONS

In this section, you'll research 3-4 books currently selling that are similar to your book. Here, you want to demonstrate that there is a market for your topic and that your book has a unique spin or audience. Look for books that are a) currently selling well, and b) were published recently (exceptions are those that may be older but are still in the top sellers. Be matter of fact about the books, not denigrating, and simply distinguish your work from theirs.

Example:

Books about women in the Bible are clearly in demand as there are numerous titles with countless reviews. Women buy books and need an ever-replenished supply for small group Bible studies as well as individual studies. The following are current books that explore women in the Bible and/or the theme of having a lasting impact. Following each title, Lori explains how *Lasting Impact* is similar to, yet distinct from, that title:

The Women of the Bible Speak: The Wisdom of 16 Women and Their Lessons for Today Hardcover – March 30, 2021, by Shannon Bream (Author), Broadside Books – Shannon Bream of Fox News fame explores how sixteen women can impact our lives today. *Lasting Impact* will explore how 38 pairs of women made opposite choices around one biblical principal and the lasting impact that had on the world, along with practical applications for women today.

Ten Women of the Bible: One by One They Changed the World (Study Guide) Paperback – May 3, 2016 by Max Lucado (Author), Jenna Lucado Bishop (Author), Harper Christian Resources – Max Lucado and Jenna Bishop illustrate how ten women of the Bible had far-reaching influence in order to inspire modern women to understand they, too, can have that kind of impact. This was done in a workbook/Bible study format. *Lasting Impact* explores a similar theme but with a different design and a broader range of women.

One at a Time: The Unexpected Way God Wants to Use You to Change the World Paperback – January 11, 2022, by Kyle Idleman, Baker Books – Kyle Idleman uses Jesus' example for ways we can each have a huge influence on the world, one person at a time. *Lasting Impact* will use the lives of Bible women to illustrate the same concept.

Something Needs to Change: An Urgent Call to Make Your Life Count Paperback – May 18, 2021, by David Platt, Multnomah – In this book, David Platt speaks to this concept of making your life count with dramatic illustrations from his own life and a call to radical change. *Lasting Impact* uses stories of the lives of Bible women to help women see the impact their daily lives can have and are having already.

Lasting Impact presents an array of women who had both positive and negative impact but presents them all with compassion and humor. While she doesn't cover all the women of the Bible, Lori does cover not only the well-known women but also some lesser known (around 78-80 women are highlighted or mentioned). There is a clear theme to Lori's entire approach (lasting impact) but a unique twist by pairing women up according to specific qualities or behaviors. Lori's approach is most similar to the books by Shannon Bream and Max Lucado but with a message similar to David Platt and Kyle Idleman.

PRIMARY READERS

Here, write a few words about the demographics and/or psychographics of the readers your book is designed to reach.

Example:

The ideal audience for *Lasting Impact* would be Christian women, ages 45-65, although it would likely appeal to younger and older women, as well. Women approaching 50+ begin to consider what their legacy will be with the generations behind, whether it's with children they're raising, women they're mentoring, or just the population in general. They are asking the central question of this book: *What difference will it make that I was here?*

OUTLINE

This is a complete outline of your book (Table of Contents) with a brief summary of each chapter. **Abbreviated Example:**

1. **The Woman Devoted to Jesus** Alabaster Impact
2. **Eve/Mary** The Impact of Obedience – One woman's disobedience cursed humankind; God used another woman's obedience to bring His plan of redemption into the world.
3. **Jezebel/Deborah** The Impact of Godly Influence – One woman used her influence to torment God's people; another used hers to deliver them.
4. **Sapphira /Abigail** The Impact of Honor – One woman joined her husband in his deceit and paid a terrible price; the other overcame her husband's foolishness by acting with honor and received a great honor of her own.
5. **Gomer/Sarah** The Impact of Faithfulness – One woman's unfaithfulness became a lesson for a nation, while another woman's faithfulness continues to bless generations. (also Solomon's wives)

SAMPLE CHAPTERS

The first 50 pages of your book written and edited to perfection. I strongly recommend Noah Lukeman's book, *The First Five Pages: A Writer's Guide To Staying Out of the Rejection Pile*. Restart pagination for the sample chapter section and use traditional formatting: Times New Roman, 12pt font, .5 indent, double-spaced, no space between paragraphs.

Example:

Chapter 1

The Woman Devoted to Jesus - Alabaster Impact

“Truly, I say to you, wherever this gospel is proclaimed in the whole world, what she has done will also be told in memory of her” (Matthew 26:13 ESV).

Life is short. Yet we long to make a difference.

Would you like your life to have a lasting impact for Christ? What does that require?

Leaving a spiritual legacy and affecting future generations – is that only something that men or women with global ministries can do? Perhaps only people with colorful and exciting conversion stories? Or maybe it's a special calling for a chosen few.

What if I told you that having a lasting impact is far less complicated and far more common than we usually imagine? What if it's as simple as walking into a room and keeping all your attention on Jesus?

A woman walked into the home of Simon the leper.

Simon was hosting a dinner. It was days before the Passover and they were in Bethany, just outside Jerusalem where soon, devoted crowds would gather. The room buzzed with guests reclining at the table. People of fine reputation served the meal. Everyone's focus was on the honored guest, the rabbi from Galilee.

One woman walked past them all, guests and servers, her attention entirely on Jesus. When she reached Him, she broke open an alabaster flask of costly, pure nard.

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Nard (or Spikenard) is an oil derived from a plant in the honeysuckle family, generally grown in the Himalayas, India, or China. It's amber colored with a musky, woody scent. The contents of her flask were aromatic and of great worth (the equivalent of almost a year's wages), perhaps representing the woman's dowry or her life's savings.

Nard is mentioned in the Song of Solomon. In chapter 1:12 (ESV) the bride says, "While the king was on his couch, my nard gave forth its fragrance." Later, the groom states of his beloved, "Your shoots are an orchard of pomegranates with all choicest fruits, henna with nard, nard and saffron, calamus and cinnamon, with all trees of frankincense, myrrh and aloes, with all choice spices" (Song of Solomon 4:13-14 ESV).

The love she demonstrated was a costly risk, both economically and socially, but she concentrated on the only One in the room who mattered to her. Jesus who forgives sins. Jesus who heals lepers. Jesus who feeds the poor.

This was a wildly intimate moment that immediately created great discomfort in Simon and most of the guests as this sinner anointed Jesus's head with the rich, redolent oil. These guests were likely familiar with the lavish poetry of Solomon's love story between a bride and groom. Did the references spring to mind, increasing their discomfort?

What the guests didn't realize, and even the devoted woman couldn't see, was that Jesus was, in fact, the groom, who would one day lay His life down for His bride, the church. She wasn't trying to be significant. She was simply expressing her devotion to Jesus.

The room erupted. "What a waste!" They appreciated the value of the oil. They knew of Jesus' love for those in need, so they scolded the woman. "Why wasn't this oil sold and the profits used to care for the poor?"