



# The Art of the Book Proposal

*Eric Maisel*

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## **The Art of the Book Proposal** Eric Maisel

Here is an expert's guide through the elements of a nonfiction book proposal, including the outline, chapter summaries, marketing/publicity, book and chapter titles, and more. Filled with exercises designed to help a writer conceive and create a desirable proposal, and checklists to keep track of the project's progress, *The Art of the Book Proposal* provides the framework on which to build a great idea, as well as intelligent, empathetic instruction on how to produce a proposal that will capture the interest of an agent or editor.

While most how-to writing books focus only on the nuts and bolts of putting a proposal together, Maisel, considered by many to be America's foremost expert on the psychological side of the creative process, also helps the writer overcome mental barriers to producing the best work possible. Using a holistic approach to the sometimes unglamorous work of designing a proposal, his guide enables a writer to transform an idea into a book.

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