



# Write the Perfect Book Proposal: 10 That Sold and Why

*Jeff Herman, Deborah Levine Herman*

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- \* How to shape your idea and create a title
- \* Ways to get to know the market and competition
- \* Tips on writing an effective outline, query letter, and sample chapter
- \* The art and science of fiction and nonfiction book proposals
- \* How ten actual proposals (included here) were successfully sold to publishers--and why

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