

# Study Guide with Action Steps

## Introduction: Underdogs and Going All-in

### Intro 1: God Loves Underdogs

Do you believe that God loves empowering underdogs to do great things? How has the Lord uniquely qualified you to write this book?

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### Intro 2: Are You All-In?

If I peeked at your daily calendar, how would it reflect your commitment to finishing your book or book proposal? How can you arrange your next month(s) to prioritize this?

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By what date will you have completed your book or book proposal?

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## Visual Exercise:

Take a minute, close your eyes, and picture yourself holding your completed book. You did it! It's published. Take in what you see and feel. What does the cover look like? How does it feel? What do the pages smell like? How are you feeling right now? Be in this realm for a minute and soak it in.

What's one step you can take today to make this visualization a reality?

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# Part 1: Overcome These 4 Barriers to Get Published

## 1.1: Social Media and Uniqueness

Fill in the social media table and answer the questions below. Use the blank rows to list other platforms.

### Social Media Goals

Platform	Your Current # of Followers	Interested in growing this?	Target goal in 6 months?	# of Users Worldwide
Facebook				~4B
Instagram				~2B
Youtube				~2.5B
X (was Twitter)				~600M
TikTok				1.2B
Snapchat				~700M, mainly people under age 25
Email list				~4.3B use email
LinkedIN				~1B
Twitch				~700M
<b>Totals</b>				

Which one or two platforms would you like to grow?

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What's your plan to gain more followers? (Hint: Post every day!)

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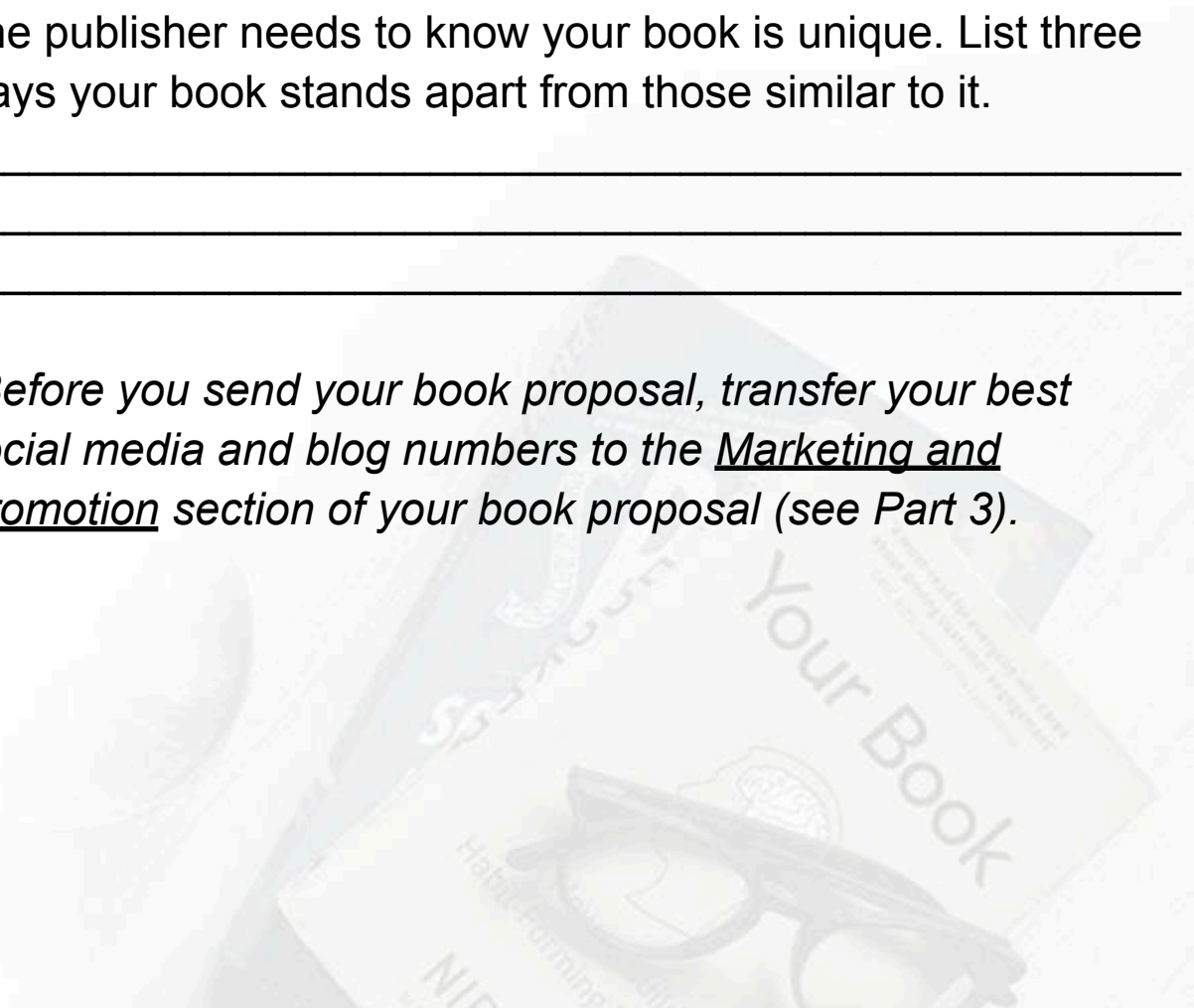
The publisher needs to know your book is unique. List three ways your book stands apart from those similar to it.

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*\*Before you send your book proposal, transfer your best social media and blog numbers to the Marketing and Promotion section of your book proposal (see Part 3).*



## 1.2: People are Reading Less, and Publishers Are Difficult to Contact

How can you make your book sound more like an audiobook?  
How can you make it sound mellifluous?

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Which of the four barriers listed (social media, uniqueness, people reading less, and publishers being difficult to contact) are you most excited to conquer and why?

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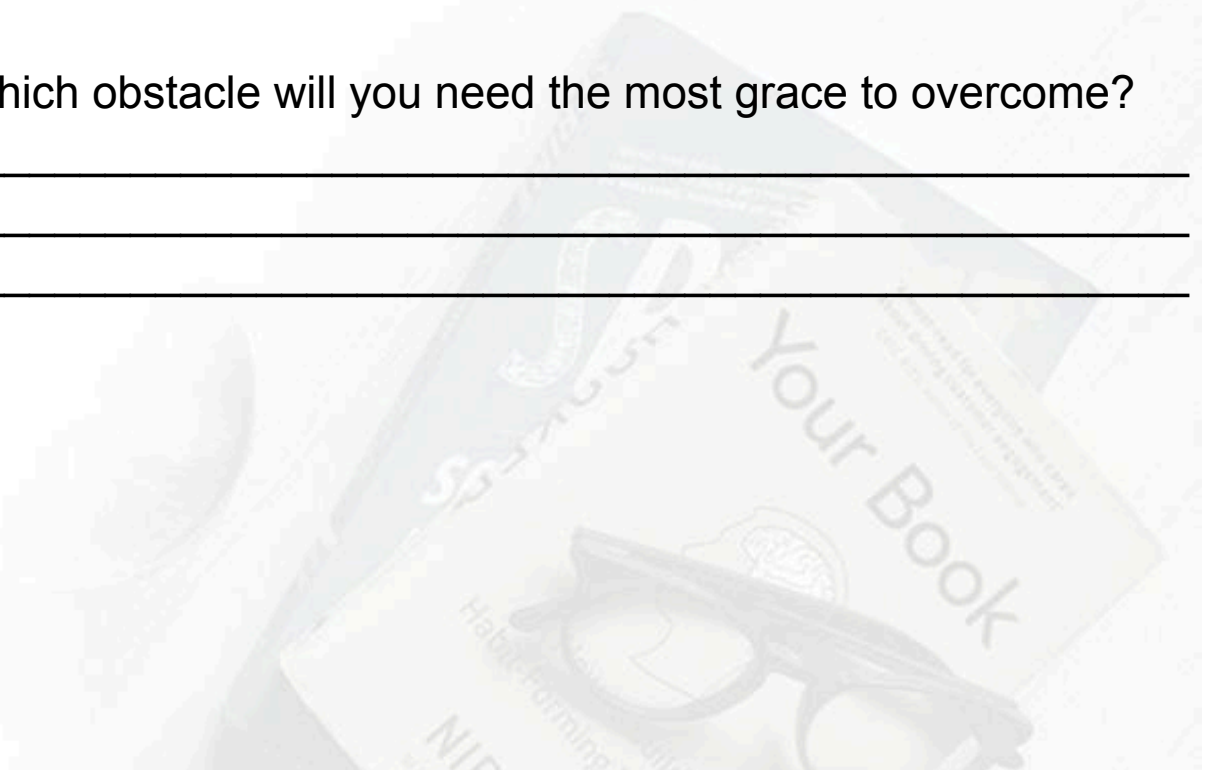
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Which obstacle will you need the most grace to overcome?

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# Part 2: Do You Really Want a Traditional Publisher?

## 2.1 Introduction and Upsides of Traditional Publishing

What are the main reasons you'd like a traditional publisher?

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What excites you the most about landing a traditional publishing deal?

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## 2.2: Downsides of Traditional Publishing

What are one or two things that concern you the most about signing a deal with a traditional publisher?

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### 2.3: Upsides of Self-Publishing

Are you interested in self-publishing? If so, what are its main benefits in your eyes?

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### 2.4: Downsides of Self-Publishing

What are one or two significant downsides to self-publishing that concern you?

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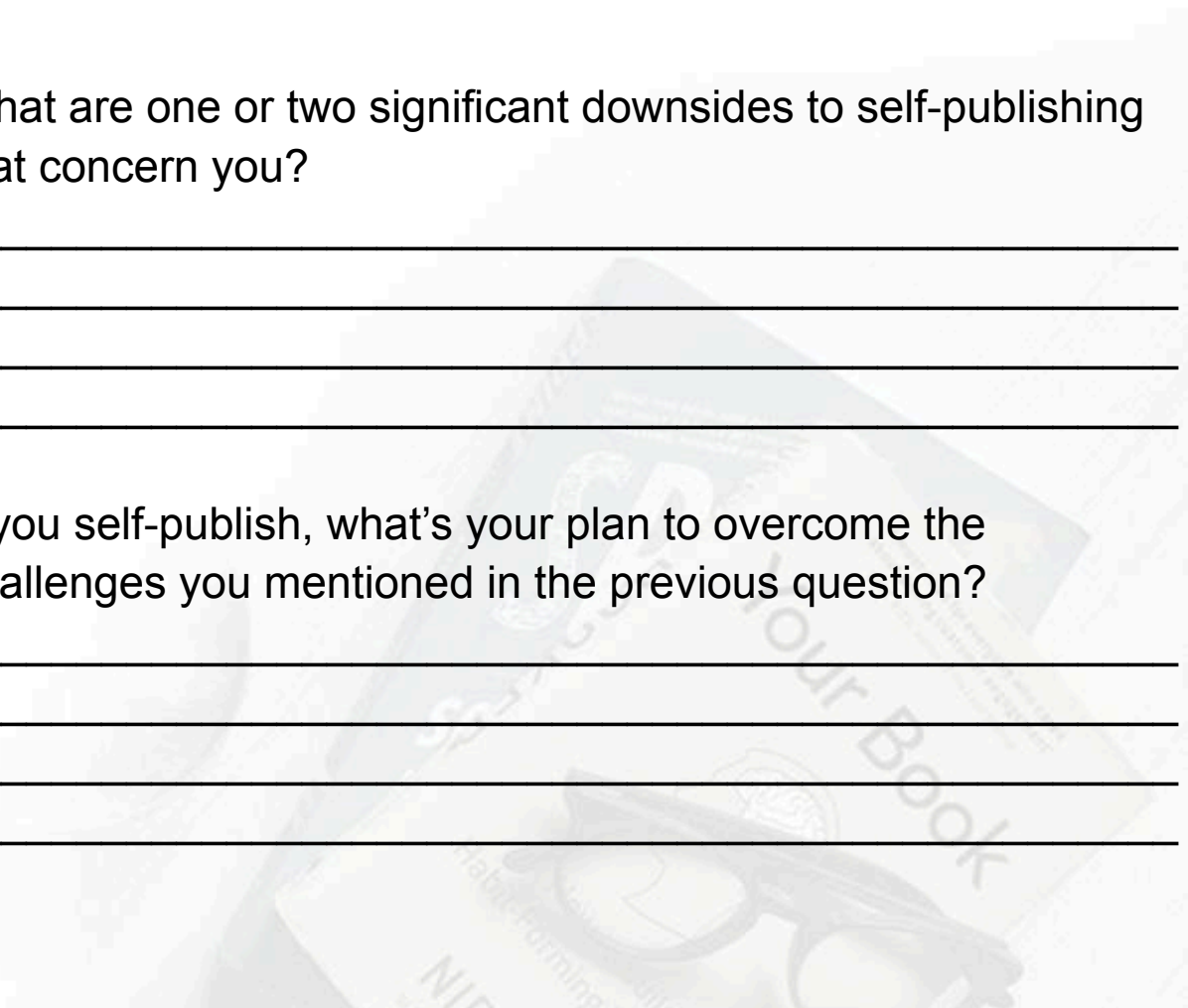
If you self-publish, what's your plan to overcome the challenges you mentioned in the previous question?

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## 2.5: Getting Paid to Write Your Book

Would you like to earn money from your book? If so, what publishing method is best for making that happen?

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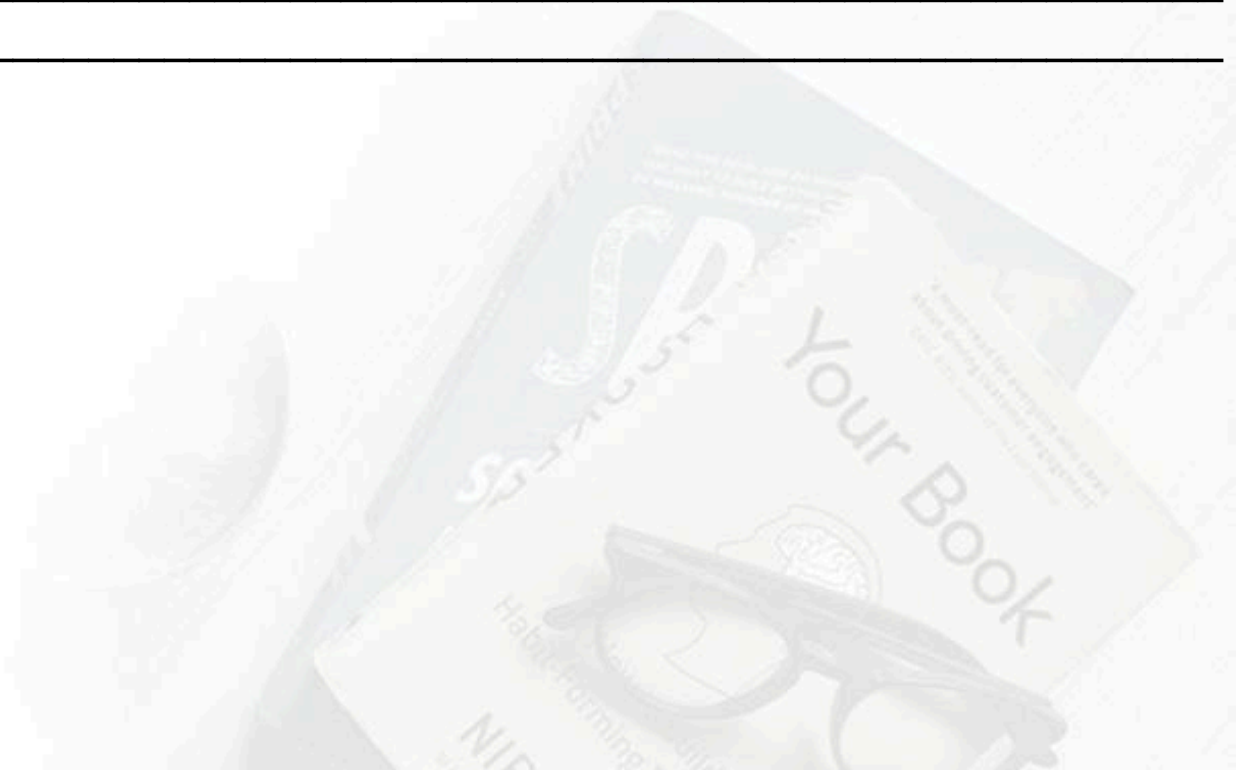
If you plan to teach about the material from your book, who could invite you to speak? (e.g., at a conference, seminar, or breakout session)

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# Part 3: How to Write a Publisher-Catching Book Proposal

## 3.1: Title, Subtitle, and Overview

What's your title and subtitle? Are you set on it, or can you make it better? Is it fresh and original? Consider its uniqueness, clarity, and counterintuitiveness.

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What line will you write to grab the publisher in the Overview section? Does it hook the reader? How can you improve it to catch the publisher's attention if it's dry?

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## 3.2: The Author and Market Analysis

- What makes your message unique?

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What are your top three experiences that make you an authority on this topic?

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What qualifications, certification, or education make you the right author for this book?

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What are the traits of your ideal reader? (Consider: Are they a man or woman? What is their age and demographic? And what pain point are you addressing in their life?)

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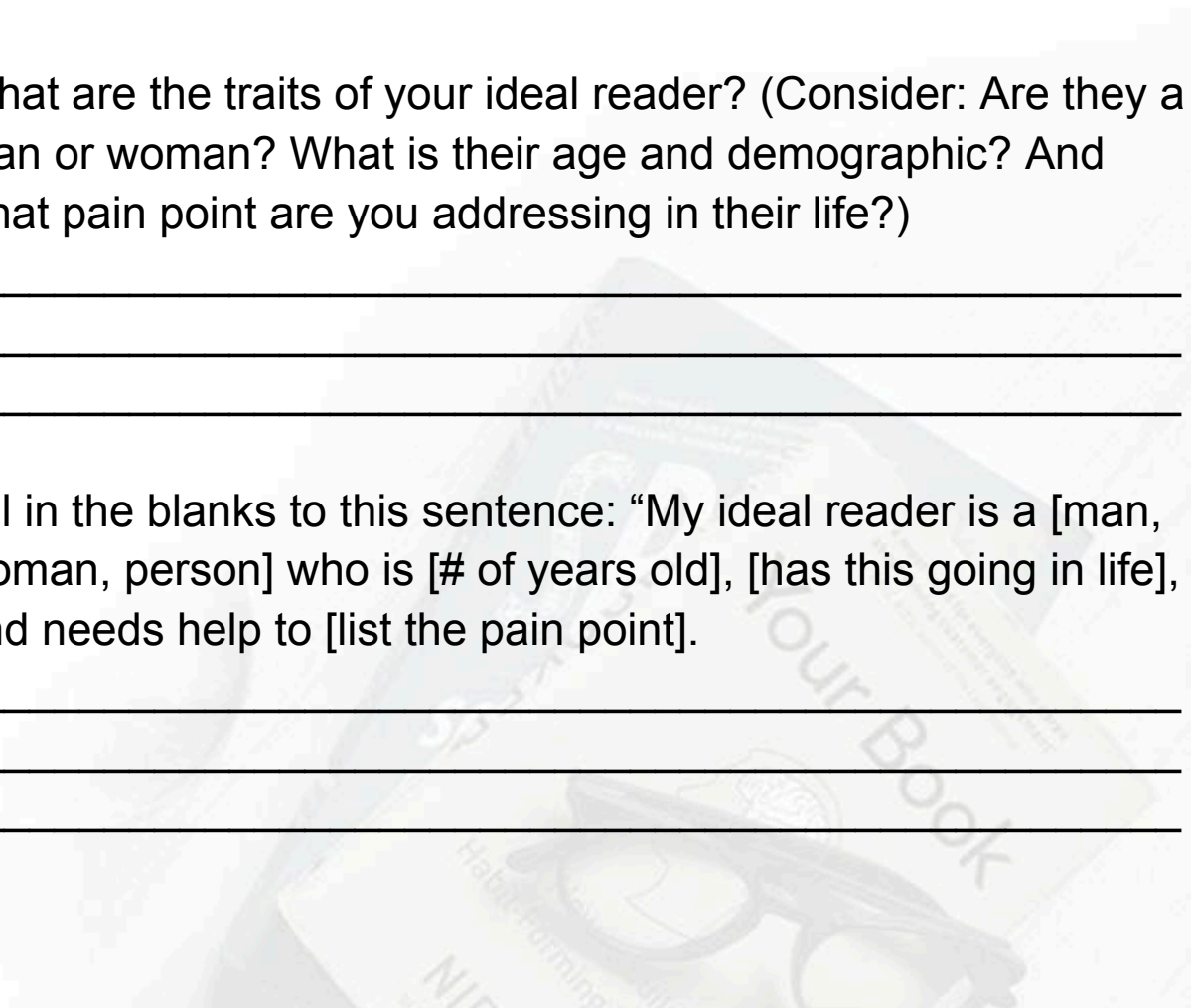
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Fill in the blanks to this sentence: "My ideal reader is a [man, woman, person] who is [# of years old], [has this going in life], and needs help to [list the pain point]."

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What relevant data or statistics support the need for your book?

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### 3.3: Marketing and Promotion

Write the names of ten influential people, ministries, or organizations with a platform that could help you market the book. Think of everyone in your network and everyone they know. Consider your friends, church leaders, other authors, coworkers, professors, and social media influencers. Don't be afraid to message people anonymously on social media.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

*\*Make sure to transfer your social media numbers calculated in Part 1 into your book proposal's Marketing and Promotion section.*

### **3.4: Competitive Analysis, Table of Contents, and Chapter Abstracts**

What are 3-5 books that you want to compare your book to?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Then, write one sentence explaining how your book differs from those on the list—You can fill in the rest later.

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Consider your chapter titles. If a potential reader peeks at the Table of Contents, would they want to read more? How can you jazz up your titles to make them more intriguing?

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As you think about your chapter summaries, write a one-sentence summary for each chapter. (You can expand them later.)

Chapter 1:

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Chapter 2:

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Chapter 3:

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Chapter 4:

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Chapter 5:

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Chapter 6:

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Chapter 7:

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Chapter 8:

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Chapter 9:

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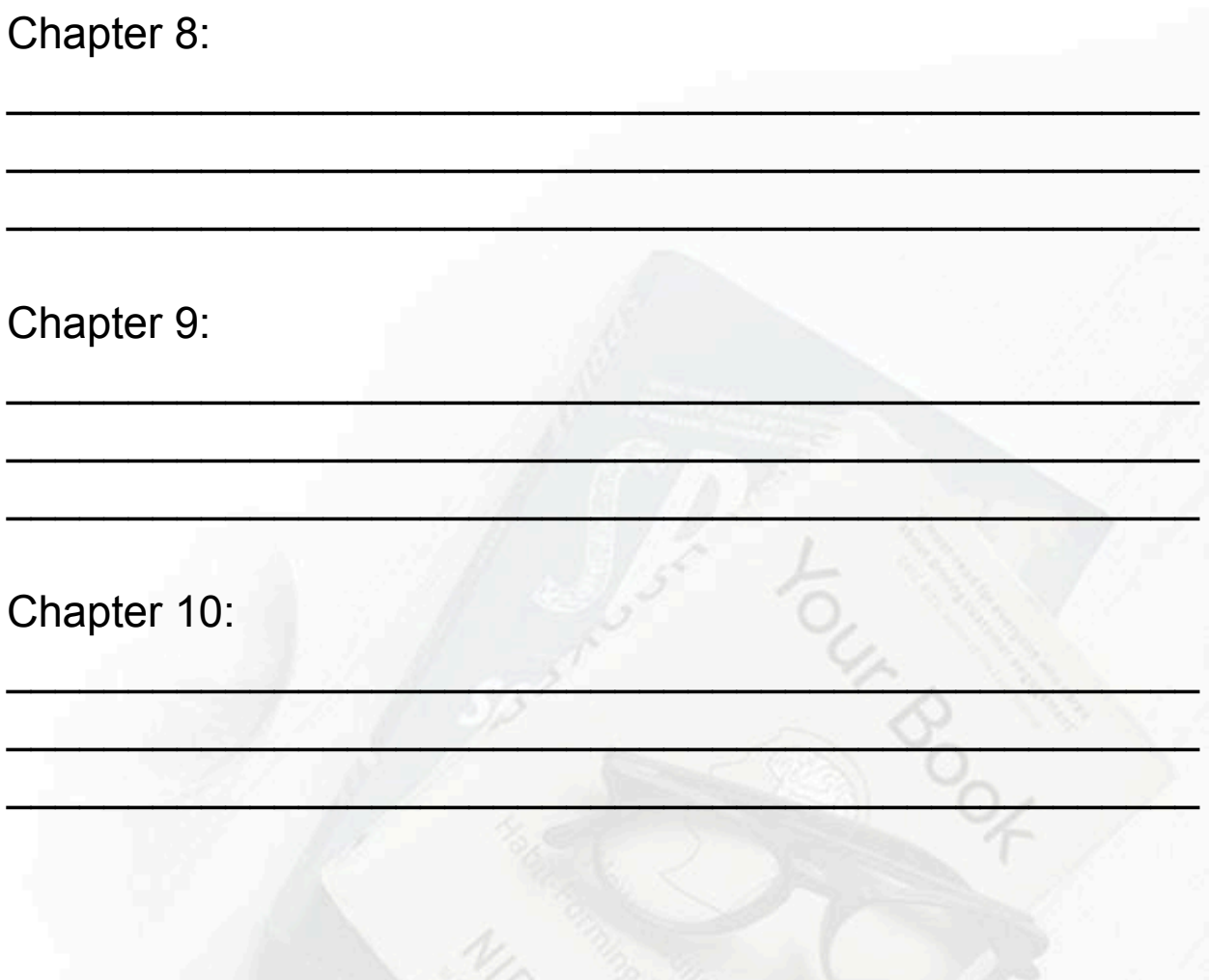
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Chapter 10:

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Chapter 11:

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Chapter 12:

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Chapter 13:

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Chapter 14:

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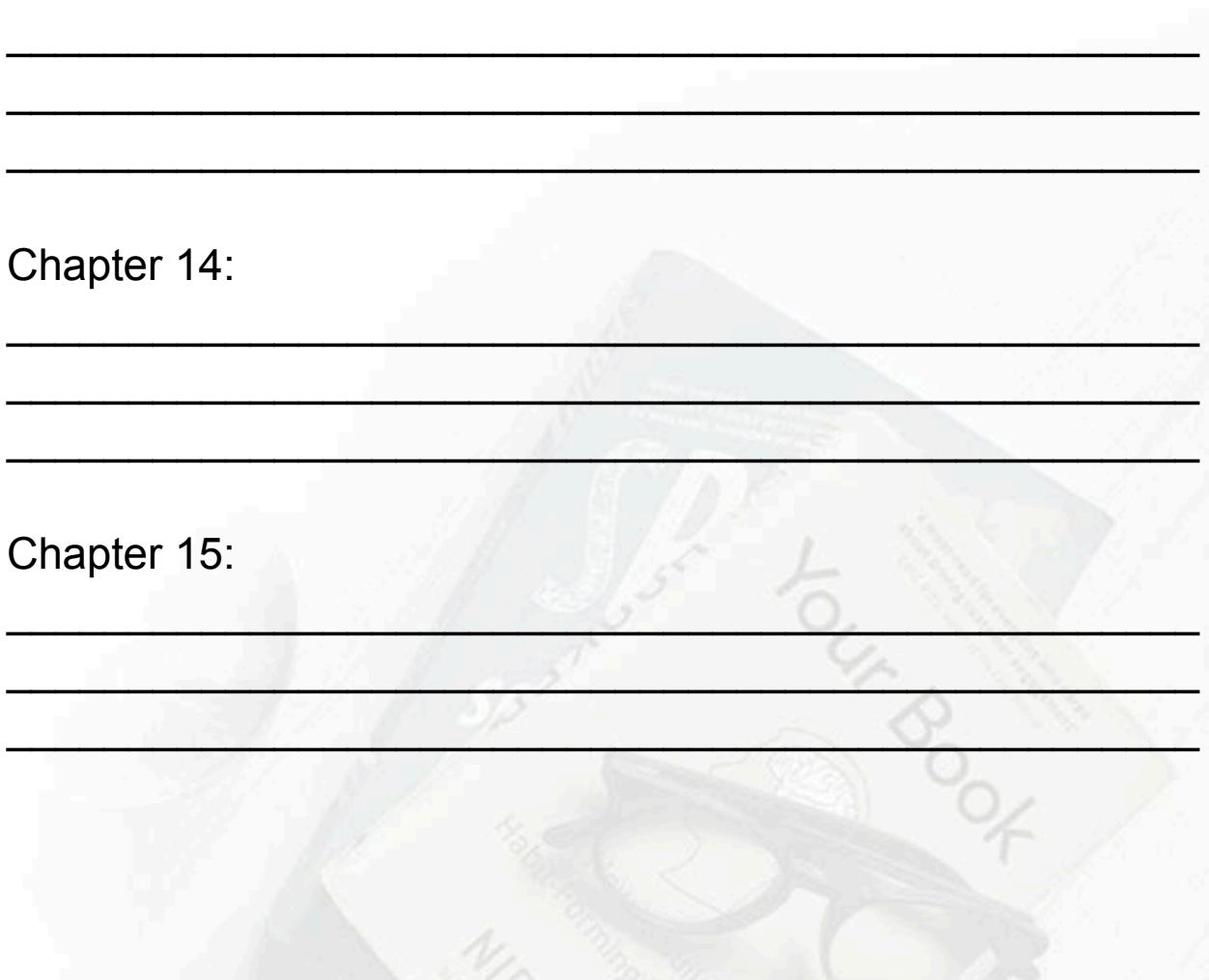
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Chapter 15:

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### 3.5: Sample Chapters and References

What two or three chapters will you complete for your book proposal and why?

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## Part 4: How to Find an Editor Worth Paying?

What is your editing budget for your book proposal?

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Search for editors online. Try sites like Fiverr or Upwork. Read their profiles and check their ratings. In the spaces below, list the names of three editors you'd like to contact about editing two or three pages of your book.

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List 3-5 people you'd like to ask to be part of your first-readers group.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



# Part 5: Reaching the Unreachable: How to Directly Contact Publishers

## 5.1: Preparation and Using LinkedIn

What is the primary category of your book? Is there a secondary one?

Primary category: \_\_\_\_\_  
Secondary category: \_\_\_\_\_

List ten publishers who publish in your category. List them in the space provided.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

After searching online and on LinkedIn, write the names of the first ten people (e.g., editors) to whom you'll send your proposal.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

\*Note the date when you've messaged people so you can follow up if you don't hear from them after a month.

Write the message below that you'll send to publishers.  
(Remember to attach your book proposal before you send it.)

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## 5.2: Referrals From Other Authors and Literary Agents

Use your network (and other's networks) and find five authors who published a book with a traditional publisher. Find their email address and ask if they'd refer you to their publisher or literary agent.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Search on LinkedIn for literary agents who publish your book genre. When you find a good match, message them using your InMail credits and attach your book proposal. List their name below. \*Note: Be sure to follow up after two or three weeks, if you haven't heard from them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Search online for five Christian writer's conferences that guarantee you a meeting with a literary agent. Note their location and cost.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

