

WINNING BOOK PROPOSALS

WANT TO WRITE A WINNING NON-FICTION PROPOSAL?

FOR WRITERS WHO:

- Are or plan on writing a non-fiction book
- Want to master the components of a winning proposal
- Need help writing their proposal

Reduce your rejection rate by 25% or more when you craft a proposal that gives editors or agents what they need. Learn with fellow-writers and a leader whose former students have already succeeded....

WRITERS WILL LEARN:

- The insider rules of Canadian publishing
- How publishers use book proposals
- The essential components of a book proposal
- What editors want in winning proposals
- How to research the information required
- How to get and hold an editor's attention
- How to submit a proposal
- How to follow-up after a submission

This workshop details the requirements for the submission of non-fiction ideas and teaches writers how to develop a proposal that results in an offer to publish.

Using a PowerPoint presentation, a unique questionnaire, annotated examples, exercises, and assignments, participants learn to research and write the essential components: about the book, about the market, about the competition, about the author, chapter summaries, and supporting documents. Participants will have an opportunity to critique their drafts.

"You were an inspiration to the entire group."

Women and Words

"The step-by-step instructions, the excellent course material, and the tremendous commitment of the instructor made this course most helpful."

"...more than I expected."

"This course is the definitive course for novice writers facing the daunting challenge of getting their manuscripts published."

"The hand-outs were fabulous."

Students of Creative Writing Diploma program, May 2001

...from inspiration to publication!™



Julie H. Ferguson believes writers need practical assistance, all the current information, and support from published authors throughout their journeys to publication. So far, she has guided hundreds of aspiring authors towards publishing success through her workshops and individual coaching. Penguin Canada, Whitecap, and Harper Collins are three of many companies that have published her clients' books. Julie's mission: to improve manuscript acceptance statistics in Canada, one writer at a time.

A working non-fiction writer for 35 years, Julie is the author of five books for writers, including *Book Magic: Turning Writers into Published Authors* and *Crafting Irresistible Query Letters that Result in Publication*, as well as three non-fiction books on Canadian history.

Not only is Julie a successful author, she is also an accomplished speaker and trainer, who presents annually at the Surrey International Writers' Conference and instructs at Vancouver Community College. Julie's keynotes and many break-out sessions include *Writing with Power!*, *Brainstorming Brilliant Bios*, *Leary of Queries*, and *Writing Online Simplified*. Her honest, one-on-one coaching practice guides writers who seek either commercial or self-publication for their books and/or articles.

Julie is a proud member of Federation of BC Writers, the Plain Language Association International, and formerly of the Canadian Association of Professional Speakers.



To confirm Julie's availability, call
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