

Book Model Canvas: Publishers

Key proposition

How will you make your reader's life happier?
Why now?

Title

Title & subtitle
(to include: pain, promise, transformation for whom)

Type of Book

DML (see Debbie Jenkins)?
many images? Short, long?

Contents list

Big picture what will be included
- reader's journey, case stories
Chapter outlines using SCQA(tm)

Author(s)

Who you are.
Why you are credible to the reader.
Credibility clues & platform.

The Big Idea

Exec summary/overview/big idea - Their Most Important Problem
The transformation - Your solution
Back cover blurb - Why the publisher should buy your book

Readers

Start with the ONE reader.
Then the specific target readers who will buy books at volume.
Numbers, where they are, proof of pain.

Competitive analysis

How your book fits into the BOOK market.
Competing books, complementary books, contradictory books.

Key partners, your author platform & marketing plan

Numbers, influencers, estimated sales.
Show them the money!