

**Julio Vincent Gambuto**

# **How to Create A Successful Book Proposal**

**2:30 PM ET**

**Writing**

**MediumDay**

# Resources

- [www.juliovincent.com](http://www.juliovincent.com)
- [gambuto@jvgprojects.com](mailto:gambuto@jvgprojects.com)
- Writer resources 2024-2025
- [www.juliovincent.com/book](http://www.juliovincent.com/book)



**READER RESOURCES**

- [Book Club/Reading Group Guide \[PDF\]](#)
- [5 Beginner-Level Unsubscribe Challenges](#)
- [Book List \[PDF\]](#)
- [Sample Scripts \[PDF\]](#)
- [Viral Essay](#)

*We're adding more resources each week. Be sure to check back.*

# The Basics

- A book proposal is a business plan. A sales document.
- What makes your book special or unique?
- Why should readers buy your book?
- Why you? Why now?
- 25-45 pages or so — some longer — double-spaced Times New Roman 12. *Mine was 56 pages double-spaced, or 16,000 words + sample chapters.*

*A Book Proposal for*

# PLEASE UNSUBSCRIBE. THANKS!

## A GUIDE TO LIFE AND CAPITALISM

How to win the battle for your behavior and  
free yourself from the bullshit of the modern world

*Julio Vincent Gambuto*

Represented by  
Julie Stevenson  
Massie & McQuilkin Literary Agents  
27 West 20th Street, Suite 305  
New York, New York 10011  
[julie@mmqlit.com](mailto:julie@mmqlit.com)

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# Inside

I. The Book

II. The Market

III. The Author

IV. Chapter Summaries

V. Sample Chapters

## I. THE CONTENT

### A. Introduction

Eleven years ago, I broke up with my boyfriend after five happy and unhappy years of living together in Brooklyn. At the time, in New York State, we, the gays, couldn't legally be married, so we officially became "domestic partners," sharing all medium-sized clothing and everything else in our 600-square-foot apartment, save for his electric toothbrush. Weeks after our last night together, I stood solo at the borough's courthouse (the very same place that we had gotten our partnership license four years prior) to sign the necessary forms to undo our modern "marriage." Apparently, it takes two signatures to partner but only one to un-partner (if that's actually a word). I was dressed in jeans and sneakers, a navy-blue New York Yankees cap, my white iPod headphones in each ear. In front of me and behind me were women in simple white wedding dresses, holding flower bouquets from the courthouse gift shop. I was heartbroken; they were giddy. Yes, in Brooklyn in 2010, you got divorced and married in the same line.

I was a writer and a stage performer at the time. This was before social media became the dominant way to market your hairs and wares, your "personal brand." Pre-Instagram, I kept a meticulous email list, in Excel, of everyone I had ever met, so that I could be in "Constant Contact" with them when I launched a new show. (Yes, I am a massive nerd, and I had also worked in marketing, schooled in maintaining a rolodex in whatever modern form it took.) My now ex-boyfriend was still on that list. Two months after my solo stroll down the courthouse aisle, I blasted out an announcement about my latest project. Click. His reply was quick and short. Three words: "Please unsubscribe. Thanks!" Still missing him, I was gutted by the email, as much as — I am sure — he had been gutted by my announcement that I was ending our

# Inside

## *The Book*

- Introduction
- Book Summary
- Narrative Organization
- Key Takeaways
- Format and Delivery

- 4,000 words (*mine*)
- Introduction to the project. This is not the book's introduction as it would be published. You're talking to the editor and publisher, not the reader.
- Your voice
- Origin story of idea

# Inside

## *The Book*

- Introduction
- Book Summary
- Narrative Organization
- Key Takeaways
- Format and Delivery

- 800 words
- What is it? ...*a non-fiction guide to a happier and more meaningful future.*
- Which books is it like?  
*This book meets this book.*
- Major themes
- This is sales language

# Inside

## *The Book*

- Introduction
- Book Summary
- Narrative Organization
- Key Takeaways
- Format and Delivery

- 400 words
- Narrative arc, story, A to B
- Short description of each part
- Chapter titles for chapters included in that part



# Inside

## *The Book*

- Introduction
- Book Summary
- Narrative Organization
- Key Takeaways
- Format and Delivery

- 300 words
- What will the reader take away from the book?
- Bullets

# Inside

## *The Book*

- Introduction
- Book Summary
- Narrative Organization
- Key Takeaways
- Format and Delivery

- One sentence
- How many words?
- When will you deliver to the editor?

# Inside

## *The Market*

- The Audience
- Competition and Comparisons
- Why now?

- 500 words (*mine*)
- Who is the reader?
- What is their life like?
- Why will this book be valuable to them?

# Inside

## *The Market*

- The Audience
- Competition and Comparisons
- Why now?

- 550 words (*mine*)
- Discussion of other key books in this genre
- How similar? How different? What makes this one unique, fresh, new, or important?

# Inside

## *The Market*

- The Audience
- Competition and Comparisons
- Why now? •

- 200 words (*mine*)
- Why should the editor and publisher buy this book now? Why do readers want or need this book now?

# Inside

## *The Author*

- Background
- Voice
- Promotion

- 1,400 words (*mine*)
- Who are you?
- Expertise
- Why you?
- Why does your background make you the only one who can write *this* book?

# Inside

## *The Author*

- Background
- Voice
- Promotion

- 300 words (*mine*)
- Describe your unique voice.

*Please Unsubscribe. Thanks!* expands on my essay, while keeping its unique tone, relatable voice, and mix of social critique, political commentary, best-selfism, and sparks of spirituality. As a kid from the boroughs of New York City — the son of a school-bus driver who went on to graduate from the Ivy League — my voice is a combo of high-brow and low-brow. It is a Yankees cap meets seersucker. It mixes intellectualism with straight-shooting. It uses humor to “be real,” but explains tough and complex concepts so that all readers can follow along.

# Inside

## *The Author*

- Background
- Voice
- Promotion

- 1,000 words (*mine*)
- Personal marketing plan (website, classes, contacts/outreach)
- Social media presence
- Press
- Advanced praise (quotes from 4-5 authors/leaders)



# Inside

## *Chapter Summaries*

- Part I
  - Chapter 1
  - Chapter 2
  - Chapter 3
- Part II
- Part III

- 500 words per chapter  
*(mine)*
- Description of each chapter

# Inside

## *Sample Chapters*

- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4
- The Essay

# Looking Back

- Polished, clean, professional, not hastily prepped
- Unique take
- Unique mix - *opinion, social science, philosophy, memoir*
- Voice
- It's about the written word
- Make them want to invest in you
- Essay was a hit, but Instagram was 2,000



**Please  
Unsubscribe,  
Thanks!**

*"Simultaneously hilarious  
and deadly serious . . . An  
extraordinary book."  
-OLIVER BURKEMAN,  
bestselling author of  
Four Thousand Weeks*

**How to Take  
Back Our Time,  
Attention,  
and Purpose in  
a Relentless  
World**

**Julio Vincent  
Gambuto**

# Questions