

Book Proposal Workshop

by Leanne Shirtliffe

Introduction

Why write one?

Basic Parts

Title Page

Table of Contents

Synopsis/Overview

About the Author

Target Audience

Comparative Titles

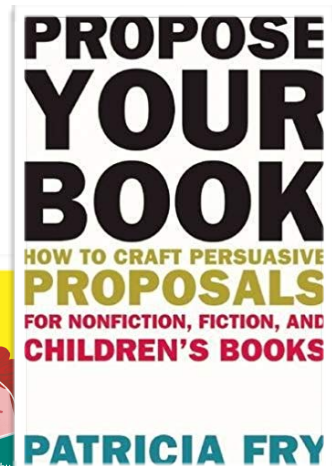
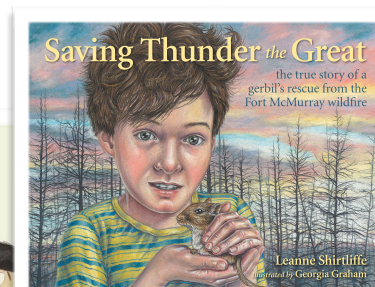
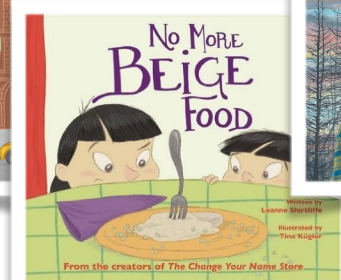
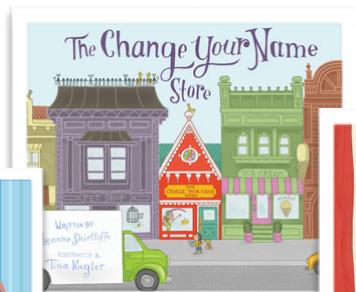
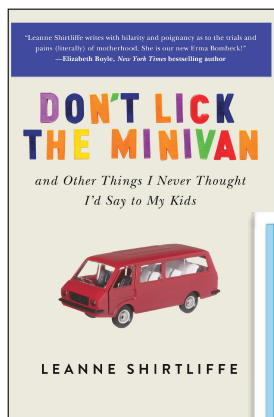
Testimonials/Blurbs

Promotion Plan

Chapter Outline

Sample Chapters

Extras and Wrap-up



Introduction

What's your name?

What's your project?

How far along is your book proposal?

What a book proposal has to do:

Show the publisher you can write

Show the publisher there's a market

Show the publisher you're (one of) the best people to write this book

Why a Book Proposal

Ideally, to sell your book so you can get an advance and spend ___ months/years writing the manuscript, knowing you have a publisher.

It helps you figure out what your book is about.

Basic Parts of a Book Proposal

Title Page

Table of Contents

Synopsis/Overview

About the Author

Marketing

Chapter Outline

Sample Chapters

Title Page

Approximately 60,000 words

Title of Book (ensure
it's good)

Subtitle (possibly)

GET THAT TRAIN OFF YOUR PENIS
Things I Never Thought I'd Say As a Parent

by Leanne Shirliffe

Approximate Word
Count

Name and Address

Leanne Shirliffe
31 Spring View SW
Calgary, Alberta, Canada
T3H 3S7
(403)686-2548 / (403)483-2262
leanneshirliffe@gmail.com

Table of Contents

Self Explanatory

Use Times New
Roman 12 for
everything

Proposal Table of Contents

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Synopsis/Overview

Start with a hook

Then explain what your book is about,
including theme

Use the voice of your manuscript

Typically 3rd person

250-1000 words

Overview Sample 1

Overview

Get That Train off Your Penis: Things I Never Thought I'd Say As a Parent is a hilarious memoir organized around the wickedly funny phrases that Leanne Shirliffe actually said aloud and the laugh-out-loud stories that led to these exclamations. It is not *Sh*t My Dad says*, but shit *she* says in her Free Range Parenting style.

From explaining basic anatomy (“It’s not a nipple, it’s a mole”) to questioning motives (“You want Daddy to kiss Grandpa goodnight for you?”), Leanne captures the bizarre aspects of parenting ~~psychotic~~ rambunctious twins. In her edgy, honest voice, she explores the hazards of everyday life with children, including the discovery that mushrooms were growing in her armpits during pregnancy, a birthday party where kids took home skin rashes from the second-hand face paint she applied, and the joy of a trans-Pacific flight with twins – or, as she calls them, her personal airbags.

Get That Train off Your Penis shows how a couple goes from living a semi-nomadic lifestyle in a foreign country to a family-of-four in isolated ~~suburbia~~; how an un-maternal, funny woman develops into a shell-shocked but loving mom who can enjoy parenting and find humor and hope in the most bizarre and frank details; and how it is possible to survive in the trenches and choose laughing over crying, at least most of the time.

Get That Train off Your Penis is written in an easy-to-read format of pocket-sized stories organized chronologically into ten seamless chapters, and will be approximately 60,000 words. It is designed to be read when a mother has barricaded herself in the bathroom and is sitting on the edge of the tub, searching for three minutes of privacy, two more than she managed yesterday.

This book will also appeal to dads who will realize that it’s normal when their toddlers either lick the tires or – worse – use rocks to carve their names into the minivan’s paint. *Get That Train off Your Penis* is especially suitable for economically challenged times and may offer respite from the deadly fluctuations of the Dow Jones.

This manuscript is an entertaining narrative for any parent, grandparent, relative or caregiver who can empathize with – or laugh at – someone who has watched her child suck a stroller wheel in an airport or who has caught her children stealing pens from Staples. It is also perfect for a parent who, despite these “traumas,” would do it all again.

Get That Train off Your Penis might not replace a therapist, but it is a lot cheaper.

|

Overview Sample 2

Overview

When Sloth finds Patti's notebook beside his enclosure at the rescue center, he knows he has to return it to her. After all, it's covered in stickers that say, "*Vacation Project. Due First Day of School. Do Not Lose!*" But if Sloth leaves today, he won't reach Patti's school until she's in eighth grade, so he enlists the help of his friends: Peccary, Boa, Capuchin, and Ocelot.

Once they arrive at the school, Sloth's buddies are scared, so he gives them each a job: search a specific area for Patti. As the ragtag group of rainforest animals fails to find Patti, Sloth loses hope...until he takes his time. With Patti's notebook firmly in his claws, Sloth spots her: a girl who dawdles, just like him.

Using both charm and humor, SLOTH TO THE RESCUE bridges the gap between fiction and nonfiction, and highlights those who yearn for friendship. Children ages three and up will nod in recognition of nervousness on the first day of school, and will be both entertained and educated by Sloth's tenacity, his stress-management techniques, and his transformation from once being rescued to becoming a rescuer.

SLOTH TO THE RESCUE leaves plenty of room for the illustrator, who will be able to bring alive five different rainforest species in sanctuary, urban, and school settings. Themes of helping our friends overcome their limitations, recognizing similarities amongst those who seem different, managing our stress, and protecting animals and their habitats will resonate with children, parents, and teachers alike.

Overview Tips

Possible Structure

Paragraph 1: Hook

Paragraph 2: What it's really about (nuts & bolts)

Paragraph 3: Theme/Interest/Connections

Paragraph 4: Details (Word Count/Audience/
Killer Closing Sentence)

If you're unsure how to start, read the summaries of published books in your genre

About the Author

Answers the question: why are you the best person to write this book?

Include relevant background information, specialized knowledge/experience, and publication information.

In other words, it shows expertise and knowledge.

It can include your platform, or you can keep it short and put your platform in your marketing section.

About the Author Sample



About the Author

Leanne Shirtliffe, also known as Ironic Mom, is a published writer, mother, award-winning blogger, and award-winning teacher.



Leanne is the author of the picture books *The Change Your Name Store* (Sky Pony Press 2013), shortlisted for the R. Ross Annett Award for Children's Literature; *No More Beige Food* (Sky Pony Press 2016), called a "rollicking tongue-in-cheek book" by the *Montreal Gazette*; and *I Love Sharks, Too!* (Sky Pony Press 2017).

Leanne has also written the adult humor books, *Don't Lick the Minivan: And Other Things I Never Thought I'd Say to my Kids* (Skyhorse— Hardcover 2013; Paperback 2015) and *Mommyfesto: We Solemnly Swear (\$%*!) ... Because We have Kids* (Skyhorse 2014). Her books have received praise from Katie Davis (*How to Promote*

Your Children's Book), Julie Falatko (*Snappy the Alligator*), Jenny Lawson (*The Bloggess*), Jill Smokler (*Scary Mommy*), and authors Stefanie Wilder-Taylor, Elizabeth Doyle, Terry Fallis, Kathy Buckworth, and others. She has also been called "funnier than Jim Gaffigan," and it wasn't even by her mother who—granted—has never heard of *Dad Is Fat* or hot pockets. *Don't Lick the Minivan* made the bestseller's list in both Winnipeg and Calgary. Leanne's essays have appeared in Jen Mann's *I Just Want to Be Alone* (2014) and in Traveller's Tales *Wake Up and Smell the Shit* (2015).

Leanne is the woman behind IronicMom.com, a blog with the motto "If you can't laugh at yourself, laugh at your kids." Her blog made Babble's Top 100 list in 2013, and Leanne was also named one of the Top 10 Canadian Mommy Bloggers by *Reader's Digest*, who recognized her as "the blogger most likely to make you snort coffee out of your nose." Leanne was a flagship writer for Nickelodeon's NickMom.com and has been published by the *Globe and Mail*, the *Christian Science Monitor*, and *Parents Canada*. In 2013, her Huffington post piece, "10 Reasons Why *Calgarians* Love Mayor *Nenshi* (or How to Be a Leader)," was the top viewed post of the year for Huffington Post Alberta. In June 2016, Reader's Digest Canada will be republishing her *HuffPo* humor piece, *Is It Okay to Laugh If Your Child Cheats on Homework?* Leanne has also been profiled in the *Queen's University Alumni Review* magazine (circulation 106,000). StuffKidsWrite.com ("Like Stuff Adults Write. But Funnier"), a website Leanne co-edits, has thousands of subscribers, and the website's content has been featured on *BuzzFeed*, the Huffington Post, Yahoo, and Babble.

Leanne wrote a humor column for *The Calgary Herald* for two years. Each holiday season, Leanne offers a humorous critique of the worst toys for Christmas. She has done

About the Author Sample cont

lengthy segments on CBC's *The Calgary Eyeopener*, the city's number one morning radio show, as well as segments on CBC-TV, Global TV, Breakfast Television, and on sixteen CBC radio stations across the country. She is currently one of CBC Radio Calgary's parenting columnists. Calgary's über-popular Mayor *Nahed Nenshi* gave an animated and endearing reading of Leanne's *The Change Your Name Store* for his *Mayor Nenshi Reads* video series.



Adept at public speaking, Leanne frequently emcees major events and is a sought-after presenter. She has taught writing courses, been a visiting author at schools near and far, been a book festival author and panelist, and given workshops at teaching, writing, and blogging conferences. She loves an audience and a microphone—unless she has to sing. She is also an award-winning high school English teacher.

Leanne is extremely active in social media and has a large network of bloggers and tweeps she interacts with, giving her an amplified audience well into the hundreds of thousands. Among her network of Facebook friends are Jane *Yolen*, Pat *Zietlow* Miller, Doreen Cronin, Matthew Winner, and Katie Davis; Leanne has been on Katie's podcast "Brain Burps About Books." Leanne has thousands of like-minded followers on Twitter and she can be found listed under categories such as "fonts of hilarity," "mad mommies,"

"sanity cocktail," "necessary evils," "people who make me laugh," and "cool like polar bear toes."

Much of Leanne's material comes from the mayhem of raising twelve-year-old twins. How she obtained such a family is a story in itself: She left Canada for the Persian Gulf as a single woman, found a husband in Bahrain, and birthed her children in Bangkok. She and her family now specialize in complaining about the weather in Calgary, Alberta.

Leanne is an active member of a multi-genre critique group in Calgary as well as an online writing group for experienced picture book writers. She is a member of the Society of Children's Book Writers and Illustrators (SCBWI) and the Alberta Writers' Guild, and she has participated in Julie Hedlund's *12x12*, where picture book writers strive to draft twelve manuscripts over twelve months and recently completed a revising-picture-books course run by *Sudipta Bardhan-Quallen* and Marcie Colleen. Leanne attended the SCBWI conference in LA in 2014, she has spoken at regional SCBWI events, and she regularly attends the Surrey International Writers' Conference near Vancouver, where she's also been a speaker.

Learn more about Leanne Shirtliffe at IronieMom.com, [Twitter](https://twitter.com/LeanneShirtliffe), [Pinterest](https://www.pinterest.ca/leanne-shirtliffe/), [Facebook](https://www.facebook.com/LeanneShirtliffe/), or [LinkedIn](https://www.linkedin.com/in/leanne-shirtliffe/).

About the Author Tips

Try to view it from the publisher's point of view

Who are you? Why are you (or should you) writing this book? What is your expertise/experience?

Read several author bios in your genre (on publishers' websites, the backs of books)

Marketing

SUBTOPICS:

Target Audience

Comparative Titles

Platform

Promotional Plan

Testimonials/Blurbs

Marketing: Target Audience

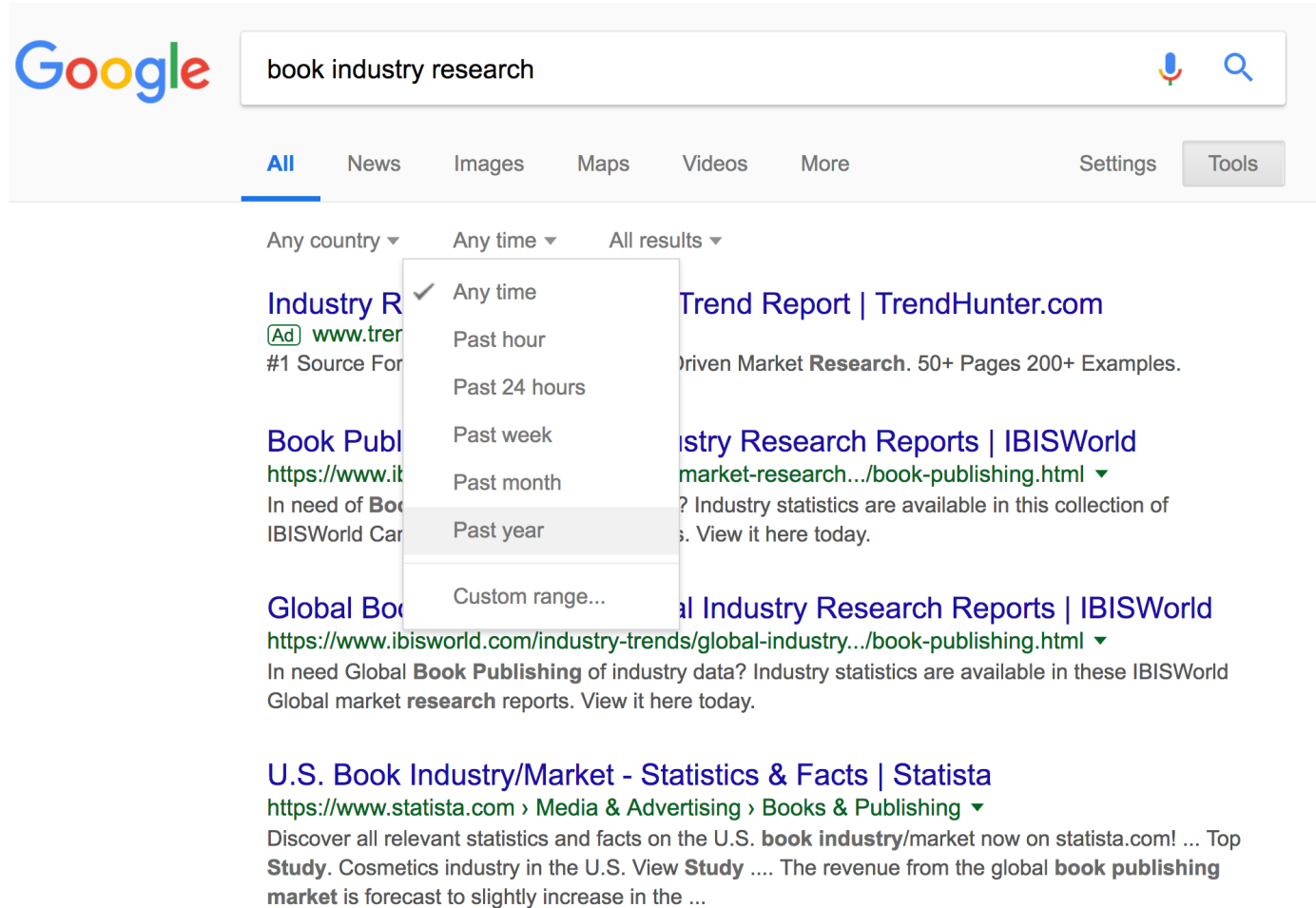
Who's going to benefit from this book? Who's going to buy it?

You may have a Primary Target Audience and a Secondary Target Audience

Consider doing some research (Publisher's Weekly, Google Search...)

Marketing: Target Audience

Google Search:



Consider adding a key word related to your manuscript (e.g. parenting, personal finance)

Target Audience Sample

Marketing and Publicity

Primary Market

Potential readers of this book include anyone who is raising kids, has raised kids, or has been a kid, but it will especially appeal to exhausted parents who need a laugh and to know they're not alone.

With over four million babies being born yearly in the US alone, the parenting market is not going away. According to an article in *Publisher's Weekly* (March 2010), "the parenting and child care publishing category is still booming, with new books for the ever-diversifying range of parents and parenting needs."

Secondary Markets

The special appeal of *Get That Train off Your Penis* is that it enables parents to laugh at someone else's foibles and, through that, laugh at themselves. As a general-interest humor book, it has crossover potential to parenting and humor sections as well as some secondary markets within these genres, including the following:

- **Twin and Triplets Organizations:** According to the National Center for Health Statistics and Multiple Births Canada, there are over 70,000 sets of twins born in North America every year. Given that the essays in *Get That Train off Your Penis* are about a mother's adventures raising twins, this is a large market. Leanne has amassed a list of 300 twin families on Twitter.
- **Blogging Events:** The attendance of women at blogging conferences like ~~BlogHer~~ and ~~Blissdom~~ is increasing. Over three thousand women attend these conferences annually, and a large proportion are parenting bloggers; consequently, there is potential for many sales by a blog-to-book writer who is active online.
- **Parent-Teacher Events:** The author has taught at private schools in three different countries; consequently, she has access to thousands of influential parents through school and alumni newsletters.
- **Gift Books:** Whether it is a present for Mother's Day, Father's Day, a gift celebrating a birth, or a book for a grandparent who wants to remember those hazy, childrearing years, *Get That Train off Your Penis* will serve the gift market.
- **Family Exhibition Shows:** Thousands of parents attend annual trade shows in major North American cities, such as the Calgary Baby Show.
- **Online blogs:** The online parenting community is massive. Posts on networked blogs, cross-posts, and a blog tour have the potential to increase sales substantially. The author is extremely active on social media and has a strong network eager to promote the book. (More detailed information is available in the Online Marketing section).
- **Book Clubs:** Book clubs are increasingly turning to nonfiction books to vary the genres they read. In a comprehensive survey done by ReadingGroupGuides.com, nearly 10% of book club groups read parenting titles.

Marketing: Target Audience

BRAINSTORM:

Who is likely to buy your book? (primary market)

Who could buy your book (secondary market?)

HELP EACH OTHER OUT.

WRITE IT.

Marketing: Comparative Titles

select titles published in the past 5 years

**avoid comparing yourself to massively
successful books**

consider books with the same

subject matter

target audience

voice

Marketing: How to Find Comparative Titles

be well read in your area

**participate in social media around your topic
(Twitter chats, Facebook groups)— ask them!**

do an Amazon search

sort by “books” or “children’s books”

then “publication date”

**When you get your Amazon search results,
click on the book and scroll down to see
“Books**

Marketing: How to Find Comparative Titles

amazon.ca
prime

Children's Books ▾ sloths

Q

Back to School with Larab

EN

Hello, Leanne
Your Account ▾

Your
Prime ▾

Wish
List ▾

0

Deliver to Leanne
Calgary T3H 3S7

Shop by
Department ▾

Leanne's Store

Deals Store

Gift Cards

Sell

Help

Books

Advanced Search

Today's Deals

New Releases

Best Sellers

The Globe & Mail Best Sellers

New York Times Best Sellers

Best Books of the Month

Children's Books

Textbooks

Kindle Books

1-16 of 481 results for **Books** : **Children's Books** : "sloths"

Sort by Publication Date ▾

Show results for

< Any Category

< Books

Children's Books

Beginner Readers

Literature & Fiction

Animals

Growing Up & Facts of Life

Zoology

Mammals

Humorous Stories

Nature

Central & South America

See more

Refine by

Amazon Prime

☐ prime

Children's Books Age Range

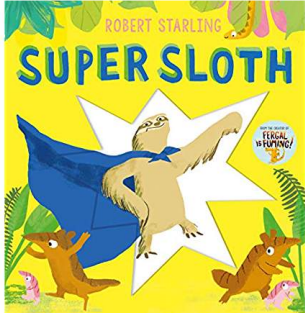
Baby-2

Ages 3-5

Ages 6-8

Ages 9-12

Children's Books Age Range: [Baby-2](#) | [Ages 3-5](#) | [Ages 6-8](#) | [Ages 9-12](#)



Super Sloth

May 28 2019

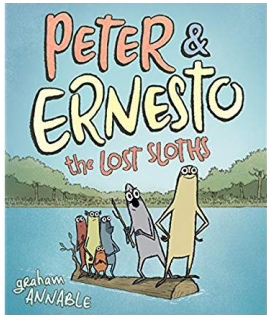
by Robert Starling

Hardcover

CDN\$ 24.95 ✓prime

Available for Pre-order

Pre-order Price Guarantee. [See Details](#)



Peter & Ernesto: The Lost Sloths

Apr 9 2019

by Graham Annable

Hardcover

CDN\$ 20.70 ~~CDN\$ 23.50~~ ✓prime

Available for Pre-order

Pre-order Price Guarantee. [See Details](#)



Sloth Slept On

Feb 12 2019

by Robert Starling

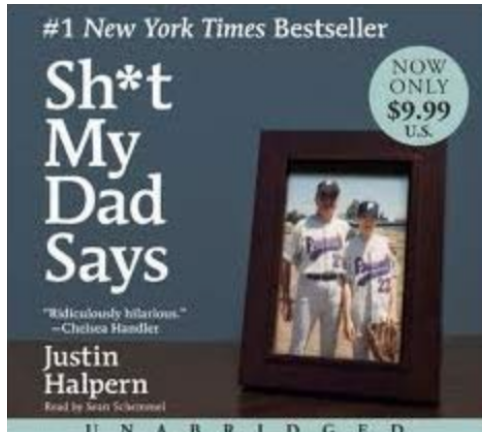
Hardcover

CDN\$ 24.95 ✓prime

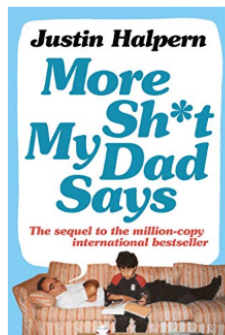
Available for Pre-order

Pre-order Price Guarantee. [See Details](#)

Marketing: How to Find Comparative Titles



Customers who bought this item also bought



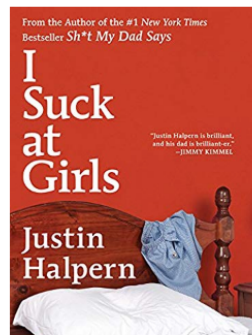
More Shit My Dad Says

› Justin Halpern

★★★★☆ 21

Paperback

37 offers from **\$24.75**



I Suck at Girls

› Justin Halpern

★★★★☆ 943

Hardcover

\$15.17 ✓prime



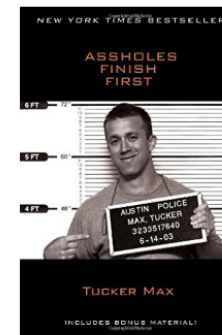
Dad Is Fat

› Jim Gaffigan

★★★★☆ 2,318

Paperback

\$11.72 ✓prime



Assholes Finish First

› Tucker Max

★★★★☆ 367

Paperback

65 offers from **\$3.55**



I Hope They Serve Beer i Hell

› Tucker Max

★★★★☆ 1,282

Paperback

\$13.74 ✓prime

Marketing: How to Find Comparative Titles

Library Search (calgarylibrary.com)

Click “advanced search”

Limit my search results by:

Language: Language - Any ▾	Held at: Locations - Any ▾
Available at: Availability - Any ▾	Audience: Audience - Any ▾
Collections: Any Collection ▾	Reading Level: Between L and L
Content: Any Content ▾	Date Published: Between YYYY and YYYY

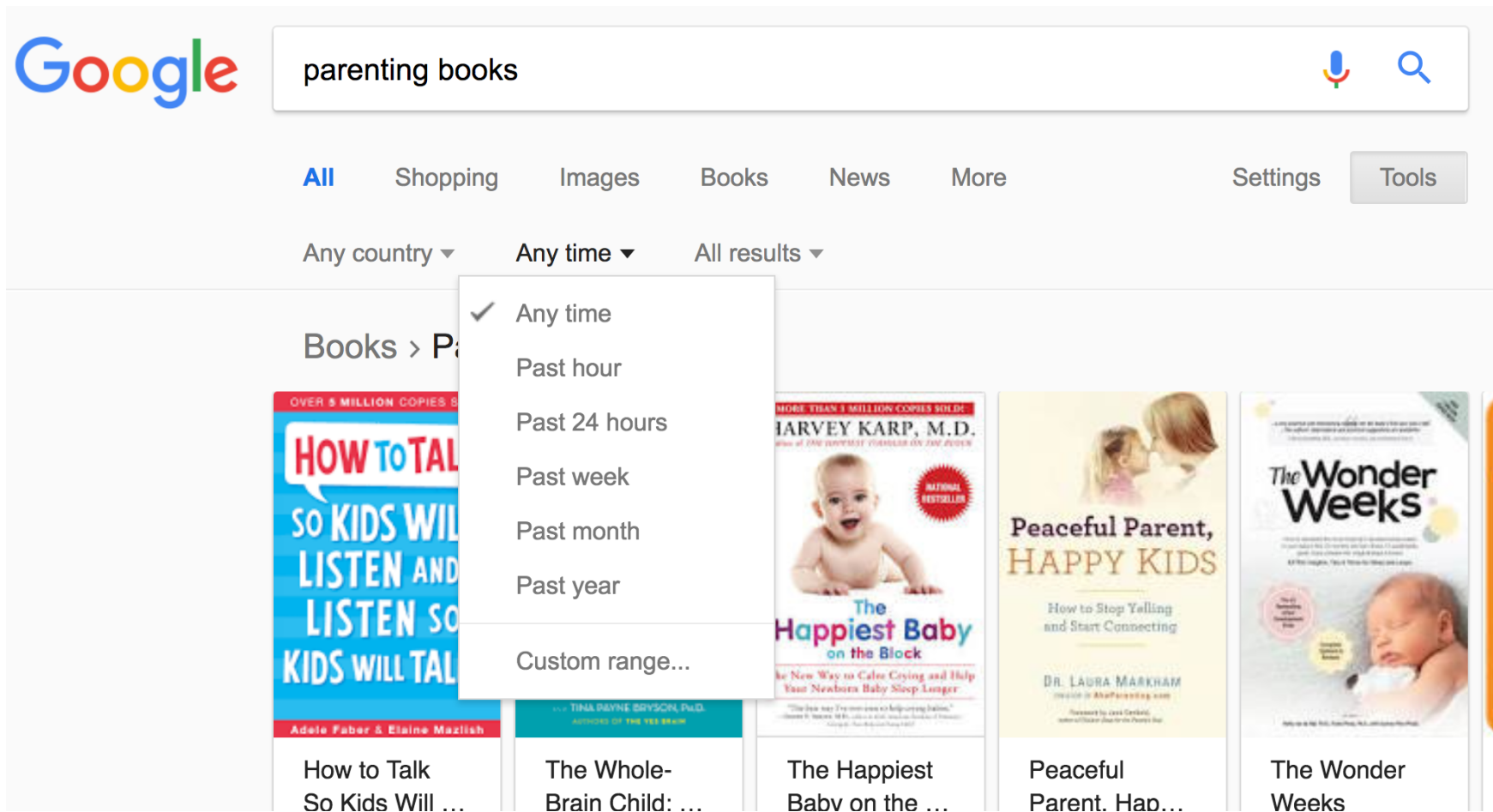
Format:

☐ Audiobook CD	☐ Blu-ray Disc	☐ Board Book
☐ Book	☐ Book Club Kit	☐ Book Plus Cassette
☐ Book Plus CD	☐ Braille	☐ DAISY
☐ Device	☐ Downloadable Audiobook	☐ DVD
☐ eBook	☐ Graphic Novel	☐ Large Print
☐ LP	☐ Magazine or Journal	☐ Map
☐ Microform	☐ Music CD	☐ Newspaper
☐ Oversize Book	☐ Printed Music	☐ Talking Book Cassette
☐ Unknown	☐ Website or Online Data	

Marketing: How to Find Comparative Titles

Google search.

Click “advanced search”



The screenshot shows a Google search interface for the query "parenting books". The search bar is at the top, with the Google logo to its left. Below the search bar are navigation tabs: "All", "Shopping", "Images", "Books", "News", and "More". To the right of these tabs are "Settings" and "Tools" buttons. Below the tabs are filters for "Any country", "Any time", and "All results". The "Any time" filter dropdown menu is open, showing options: "Any time" (selected with a checkmark), "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Custom range...". Below the filters, a row of book covers is displayed. The visible titles are: "How to Talk So Kids Will Listen and Listen So Kids Will Talk" by Adele Faber & Elaine Mazlish; "The Whole-Brain Child: 12 Ways to Harness the Power of a Child's Two Brains" by Tina Payne Bryson, Ph.D.; "The Happiest Baby on the Block" by Harvey Karp, M.D.; "Peaceful Parent, Happy Kids: How to Stop Yelling and Start Connecting" by Dr. Laura Markham; and "The Wonder Weeks" by Beate and Hein van der Zanden.

Google

parenting books

All Shopping Images Books News More

Settings Tools

Any country ▼ Any time ▼ All results ▼

Books > Parenting

Any time
✓
Past hour
Past 24 hours
Past week
Past month
Past year
Custom range...

OVER 5 MILLION COPIES SOLD

HOW TO TALK
SO KIDS WILL LISTEN AND LISTEN SO KIDS WILL TALK

Adele Faber & Elaine Mazlish

How to Talk So Kids Will ...

OVER 5 MILLION COPIES SOLD

THE WHOLE-BRAIN CHILD

Tina Payne Bryson, Ph.D.
AUTHOR OF THE YOD BROWN

The Whole-Brain Child: ...

OVER 1 MILLION COPIES SOLD

HARVEY KARP, M.D.

The Happiest Baby on the Block

Dr. Harvey Karp

The Happiest Baby on the ...

Peaceful Parent, Happy Kids

How to Stop Yelling and Start Connecting

DR. LAURA MARKHAM
AUTHOR OF AhaParenting.com

Peaceful Parent. Hab...

The Wonder Weeks

The Wonder Weeks

Marketing: How to Find Comparative Titles

Search for Comparative Titles. Try an advanced search:

an Amazon search

a Calgary Public Library search

a Google search

aim for 5-10 titles published in the past five years

Marketing: Comparative Titles

Compare your book to the five comp titles

Be positive, and emphasize what your book does.

You are simultaneously proving that there is a market (your book is like these books!) and that your book is different (your book is unlike these books!)

Marketing: Comparative Titles

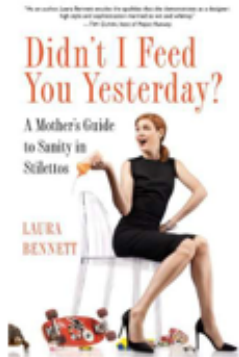


Sloth Slept On by ~~Erann~~ Preston-Gannon

(Hardcover, \$14.95, 32 pages, Sterling Children's Books, 2015). In Preston-Gannon's book, kids discover a sleeping Sloth in their backyard tree and decide to ship it back to the rainforest, missing the notices that it's escaped from the zoo. Like SLOTH

TO THE RESCUE, this book integrates facts into fiction; in addition, the sloth in SLOTH TO THE RESCUE—a charming animal whose quest is to reunite a girl with her notebook—is the actual protagonist.

Marketing: Comparative Titles



Didn't I Feed You Yesterday: A Mother's Guide To Sanity in Stilettos by Laura

Bennett (Hardcover, 224 pages, \$24.00, Ballantine Books, April 2010). This

book is a sarcastic look at parenting as well as life in a reality show from a

privileged New York socialite. *Get That Train off Your Penis* contains no

stilettos, nannies, mannies, or tutors, but is the story of a full-time working mom who uses humor

as a suburban method of staying out of the psych ward. Parents who struggle both with raising

children and with making ends meet will identify firsthand with the humor in *Get That Train off*

Your Penis.

Marketing: Comparative Titles

How do you stay positive (and show your book is better)?

TIP: Read the Amazon and Goodreads 3-star reviews.

Marketing: Testimonials/Blurbs

You don't need these...but they help.

Elizabeth Boyle, New York Times bestselling author:

Leanne Shirliffe writes with **hilarity** and **poignancy** as to the trials and pains (literally) of motherhood. She is **our new Erma Bombeck!**

Kathy Buckworth, author of *Shut Up and Eat* and *The BlackBerry Diaries*, and the only

two-time winner of the **Excellence in Humor Writing Award**, presented by the Professional Writers Association of Canada:

Forget about the darndest things that kids say, it's what comes out of our own mouths when we become parents that's the real shocker. Leanne has a way of making us see the humor in the exchanges we have with our kids, our friends, and most importantly, ourselves. Her **quick and witty writing** style is the **perfect antidote** for all moms suffering through life's most unfunny moments with our kids.

Terry Fallis, author of *The Best Laid Plans*, winner of both The Stephen Leacock Award for Humor and the prestigious Canada Reads 2011 competition:

Leanne Shirliffe has written a **side-splitting** and **thoughtful** take on life with twins. As a humor writer, a parent, and a twin myself, this book had me **laughing** and thinking, then laughing again, long after I finished it. If you're into **public fits of hysterics**, try reading this book on a subway or bus, and prepare for strange looks from fellow passengers.

Jeff Kreisler, author of the bestselling *Get Rich Cheating*, MSNBC & CNN regular, writer for Comedy Central, winner of the Bill Hicks Spirit Award for Thought Provoking Comedy, and new dad:

Leanne Shirliffe provides a **heartfelt**, honest, and **hilarious** journey through parenthood in this **high-flying family love letter**, cautionary how-to, and what's-got-to-be-a-**pro-vasectomy** screed. After achieving **zen through laughter**, you'll wish you were her, be glad you're not, and order two more shots.

Jenny Lawson (a.k.a. The Bloggess), a high traffic American blogger and author of the soon-to-be-released *Let's Pretend This Never Happened*.

I haven't read this book yet, but I bet it's **awesome** because I **love** Leanne Shirliffe's blog.

Kristen Pomranz, Editor, Nickelodeon's NickMom.com:

When you become a parent, conversations start to sound more like a game of Mad Libs than anything actually sane. In the **laugh-out-loud book** "Get That Train Off Your Penis," Leanne Shirliffe shares the **funniest** phrases she never thought she'd say. Hands down, the **best book** with the phrase "He looks like a human Pez dispenser" I've read all year!

Lenore Skenazy, New-York based author of *Free Range Kids* and the star of an up-and-coming reality show that encourages parents to relax:

From forgetting your kid's...um...name, to packing an "eco-friendly lunch" (by de-plasticizing the individually wrapped cheese sticks at home), this book had me realizing: All us parents are **partners in absurdity**. And that's a good thing!

Jill Smokler, popular American blogger (ScaryMommy.com) and author of the soon-to-be-released *Confessions of a Scary Mommy*:

Toddler diarrhea and newborn vomit isn't all that entertaining, but somehow when Leanne writes about it, it's **laugh out loud funny**. I swear, she's living in my house and taking notes. Actually, I wish she were – we'd have a **freaking blast** together.

Stefanie Wilder-Taylor, author of *Naptime Is the New Happy Hour*:

Leanne has a **sharp eye** for the little **moments of insanity** that make up the modern parenting experience. Also, she's **super funny** and the chapters are short enough to read in the four minutes you're allowed in the bathroom each day.

Marketing: Testimonials/Blurbs

Who do you know well that could blurb a book?

Who are you acquainted with who could blurb a book?

Who would your dream blurb be? Start building relationships; social media is a great way to start as is being kind, engaging, and generous.

Marketing: Your Promotional Plan

Promise only what you'll do.

Do you have any speaking engagements? media contacts/experience? Include them.

Chapter Outline

Create an annotated chapter outline. This is a “tell” document. The structure should be apparent.

Chapter Outline

Part I: Introduction, or How This Came to Be

This short section tells the story that led to the exclamation, “Get that train off your penis,” the phrase that was the genesis of this book.

1. Get that train off your penis.*

Part II: Pregnancy and Birth, or Is This Really Happening?

Set in Bangkok, where the author lived for five years, this section explores the peculiarities of pregnancy, including changes in your body, in how people view you, and in your relationship with your spouse.

2. If I smell any more charred flesh, I’m going to puke up my Pad Thai.
3. Why do so many people say stupid things to pregnant women?
4. My hair does not look like “sheet.”
5. Is it normal to have mushrooms growing in my armpits?
6. Let me get this straight. Her aunt told the fortunes of our fetuses?

Sample Chapters

These must be near perfect. Workshop them.

Usually include the first chapter.

Check the publisher's (or agent's) submission guidelines. ALWAYS follow them.

(Also, track publishers who you'd like to work with — use Calgary Library or Publisher's Marketplace).

Extras

**Consider checking out Manuscript Wishlist
#MSWL and Manuscript Academy**

Consider Twitter Pitch Parties

Follow agents/editors you'd love to work with

Read read read in your genre

Write write write

Final Words from Anne Lamott



QUESTIONS (Evaluation...)

QUESTIONS?

(and possibly answers)

My contact info:

Shirtliffe, Leanne	
AUTHOR	
LeanneShirtliffe.com	
WEBSITE	
DATE OUT	BOOK TITLE
MAY 2013	<i>Don't Lick the Minivan</i>
MAY 2014	<i>The Change Your Name Store</i>
NOV 2014	<i>Mommyfests</i>
JAN 2016	<i>No More Beige Food</i>
OCT 2016	<i>Saving Thunder the Great</i>
JUN 2017	<i>I Love Sharks, Too</i>
LEANNESHIRTLIFFE@GMAIL.COM	

*Don't forget to fill in an evaluation
for AWCS

Thank you, and good luck!