

## BOOK PUBLISHING SEMINAR

# HOW TO WRITE A BOOK PROPOSAL

*A Giant for Justice* tells the amazing true story of legendary educator and retired president of the Washington Teachers' Union, William H. "Bill" Simons. He accomplished dozens of great strides for teachers' rights and made a long and lasting impact on scores of educators, students, and parents during his twenty-five years of service. Compassionately told by one of the teachers who worked with him, this compelling biography showcases Bill's vision, efforts, and achievements, including strikes and walkouts to Congress, in which the author, herself, participated. The biography features repasts of official correspondence from Bill's desk, dozens of stunning photographs spanning Bill's life, and other archival documents. Also included at the end of the book are two chapters dedicated to tributes written to Bill by some of the many friends, family, former students, and colleagues whose lives he impacted.

Not just a heartwarming account celebrating the life and accomplishments of a great man, *A Giant for Justice* serves as a prototype for other unions to regard and enhance their successes. Generations of union leaders to come can turn to this book for a concise statement of Bill's work and use it to guide them in their own pursuit of justice.



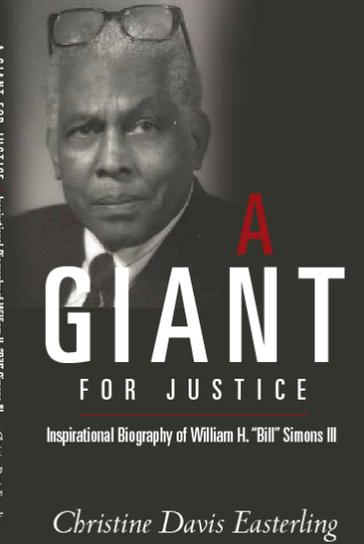
**ABOUT THE AUTHOR**  
Christine Davis Easterling is the immediate past president of the District of Columbia Parent Educators Association. She holds a bachelor's degree in business education and master's degree in public school administration and curriculum development.

A former sixteen-year member of the Washington Teachers' Union, Easterling has received numerous honors and awards throughout the teaching community over the years, including recognition as Best Vice President of the Year by the National Association of School Administrators and Teacher of the Year by the National Education Association. Her long list of awards includes the President's Medal for Outstanding Teaching by Trinity College, Connecticut; Education Award by Congressman Conaway, Missouri, and 2012 AARP's 100th Anniversary Award.

In addition to these achievements and many others, Easterling is proud to have worked during the time of former Washington Teachers' Union President Bill Simons' service, and to have participated in the strike and walkouts he orchestrated.



A GIANT FOR JUSTICE: Inspirational Biography of William H. "Bill" Simons III  
Christine Davis Easterling



**Presenter :**  
**Christine Easterling**

**Author of:**  
**"A Giant for Justice"**  
**"Inspirational Treasures"**  
**"Miracles of Jesus"**

# ME AND MY BOOK

## I. INTRODUCTION: Me and My Book

If I wrote a book,  
what would it include?

## II. What Do I Need to Know?

Can I really write a book?  
“YES YOU CAN!”

## III. How much will it cost?

Approximates:

Copyediting	\$600
Copywriting	\$50
Custom cover	\$600
Expanded distribution	\$25
Hard cover upgrade	\$25
Custom interior	\$600
Publicity kit	\$400
bookmarks, postcards, business cards	
Hardcover upgrade	\$100
Book launch party	TBD



# MY QUESTIONS

- What is self-publishing?

The author is control of the entire creative and selling process.

Profit is not always the primary objective of publishing a book.

Your book may be designed to explore your own interests or to fill specific needs of an organization, a business, or your family.

- Who are the publishers?

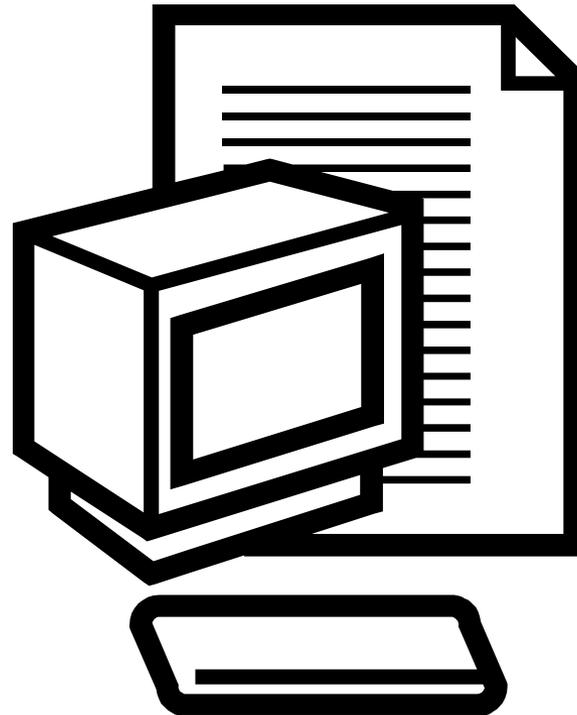
Hundreds of companies like:

CreateSpace, Outskirts Press, Book Surge, Xulon Press, Ubuild A Book, Just Self-Publish.

Or you might print your book at the D. C. Public Library (Martin Luther King Library – Digital Commons).

- What do book companies require?

Book proposal, manuscript, service selection, payment



# HOW DID YOU DO IT?

- How did you (the presenter) publish your book?
- What is a book proposal?  
Your design of what you plan to do to publish your book.
- What do I need to do to write a book proposal?  
Create a unique selling proposition that explains what the reader will gain by reading the book and how the book will deliver.



# HOW DO I WRITE MY OWN BOOK PROPOSAL?

- How should my proposal look when I finish it?

See sample

- What are my next steps?

- Decide whether you are creating for an audience to entertain or inform.
- Copyright your document
- Research publishers,
- Choose a publisher
- Choose services
- Complete manuscript
- Submit manuscript to publisher

- How can I help someone else?



# BOOK PROPOSAL OUTLINE

- **Overview**  
In the first paragraph or two of your introduction, hook the editor to the subject with a quote, an event, an idea, or a joke.
- **Subject Hook**  
What will make a potential reader pick up the book?
- **Title and Subtitle**  
Don't offer a string of titles—choose one.
- **Selling handle**  
A one-line statement
- **Length of the book**  
Minimum 200 pages
- **Other special features**  
Ideas: Humorous, serious, down-to-earth. Personality.
- **Well-known authority (optional)**  
Identify someone who has agreed to write an introduction to the book—to add to the book's credibility.
- **Technical and legal issues**  
One sentence on what you have done to prevent problems.
- **Back Matter**  
What comes last: List what you will include in the order it will appear:  
appendix, notes, glossary, bibliography, index
- **Markets for the book (**  
Prove existence of audience
- **Subsidiary rights**  
Publisher's right to sell to book clubs.
- **Spin-offs**  
Develop into a series instead of a single book. Personal appearances. Quotes for the cover. Contact celebrities. Broadcast first book.
- **What you will do to help publicity**
- **List of books that will compete with and complement yours**  
Competitive books, books from specialized publishers, success of books on same subject that will not compete with yours

**Reference:** How to Write a Book Proposal, Third Edition, Michael Larsen -ISBN 0-89879-419-6

# “A Giant for Justice” Book Proposal Outline

- Overview

The story is compassionately told by one of the teachers (me) who worked with Bill, this compelling biography showcases Bill’s vision, efforts, and achievements, including strikes and walkouts to Congress, in which the author, herself, participated.

- Subject Hook

A Giant

- Title & Sub Title

***A Giant for Justice***  
***Biography of William H. “Bill” Simons***

“A Giant for Justice” is the inspirational biography of Bill Simons, who vastly improved working conditions for teachers during the 25 years he served as president of the Washington Teachers’ Union

- Selling Handle

Tells the amazing true story of legendary educator and retired president of the Washington Teachers’ Union, William H. “Bill” Simons.

He accomplished dozens of great strides and made a lasting impact on scores of educators, students, and parents during his twenty-five years of service.

- Length of the Book

160 pages

# “A Giant for Justice” Book Proposal Outline (continued)

## Other Special Features

- **Focus is on Bill’s numerous accomplishments** to let readers know the compelling nature of the information that unfolds in the book. Emphasis is on the facts to let readers know that I am uniquely qualified to write this book, and to prepare them for the compassion with which my book is delivered.
- **Chronicles Bill’s many outstanding contributions** to the teaching community.
- **Truly compelling, inspirational, and informative.** The book celebrates Bill’s achievements and shares his legacy with generations of union leaders to come—and reminds readers that one man really can make a difference.
- **Not just a heartwarming account** celebrating the life and accomplishments of a great man. “A Giant for Justice” serves as a prototype for other unions to expand and enhance their success. Generations of union leaders to come can turn to this book for a concise statement of Bill’s work and use it to guide them in their own pursuit of justice.
- **Features reprints of official correspondence** from Bill’s desk, dozens of stunning photographs spanning Bill’s life, and other archival documents.
- **Included at the end** are two chapters of tributes written to Bill by forty of the many friends, family members, former students, and colleagues whose lives he impacted.

# “A Giant for Justice” Book Proposal Outline (continued)

## CHAPTERS

- Teachers Without A Union
- Introducing the Giant for Justice
- Bill, Julius Hobson, and the Track System
- I Knew the Giant for Justice
- Teacher Power in the '60s
- Bill Simons' New Year's Greetings
- One-Day Walkout to Lobby Congress –1968
- Bill's Reply from the White House
- The 1972 Strike — I Was There
- The 1979 WTU Teachers Strike — I Was There Again
- The State of the Union Address
- Family Tributes
- They Say He Was a Giant for Justice  
Personal Tributes from Educators, Friends, and Colleagues
- Bill's Retirement Letter
- Bill in Retirement

# “A Giant for Justice” Book Proposal FINISHED

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#### ABOUT THE AUTHOR

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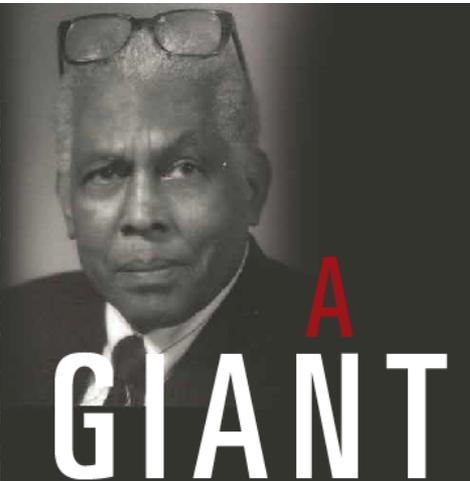
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Inspirational Biography of William H. "Bill" Simons III

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## Also by Christine Davis Easterling

