

Ready, Set, Go!—Proposal, One Sheet, Pitch

Course Information



Course Description

This course prepares you for meeting with an agent or editor for the nonfiction book you're writing. You'll write the proposal and one sheet and develop your pitch and query letter.



Learning Outcomes

By the end of this course, successful participants will be able to...

- CO-1. Develop a full book proposal
- CO-2. Develop a one-sheet reference tool for agents and editors
- CO-3. Deliver an oral or written book pitch
- CO-4. Create a query letter for literary agents and editors



Course Structure

This course is delivered online over a six week period. The weekly learning activities will be made available on the course site one week at a time, and the weeks will begin on Saturdays. The activities will then be available for the remainder of the course. The course starts on August 15 and ends on September 25. The course site will remain open until October 25 so that your course instructor can provide you with final draft feedback via the course site.



Course Schedule

- Week 1: Course Introduction and Proposal
- Week 2: Author Information
- Week 3: Marketing
- Week 4: Book Introduction and Outline

- Week 5: Proposal and One Sheet
- Week 6: Pitch and Query Letter

The requirements for each week are located in the weekly overview pages.

Learning Activities



Writing Activities

Within the Writing Activities section each week, you will find writing activity lectures and writing resources. The writing activity lectures provide instructions on how to complete the writing assignments of the week. It is suggested that you view the lecture first, review any corresponding writing resources, and then complete the writing assignment(s) covered in the lecture.



Peer Review

Each week, you will provide and receive peer feedback on your writing assignments. Instructions for the peer review activity are located within the forum. Review the instructions carefully before posting your work and posting feedback on others' work. If you are having technical difficulties with the forums, post your question in the course support forum or email your instructor.



Submissions

In week 6, you will submit final drafts of your proposal, one sheet, and pitch. Your instructor will review your final drafts and provide you with feedback via this submission portal. If you are having technical difficulties with submission portals, post your question in the course support forum or email your instructor.



Feedback and Instructor Communication

This course focuses on providing opportunities for peer and instructor feedback on your book proposal, one sheet, pitch, and query letter. The due dates and specific assignment requirements within this course are in place to keep you on track and in a position to receive helpful feedback on your work. You will not receive a grade in this course.

For questions about the course site or course content, you are encouraged to post them in the course support forum. For questions specific to you, you may email the instructor. The instructor will generally respond within two business days.



Moderation Statement

In this course, you may choose to interact with other participants or the instructor. In doing so, you may find that others hold different positions on certain course topics than you do. We desire that all discussion in this course be respectful. Therefore, we ask that you maintain civility with others in your communication. Cursing, attacking others, bullying, trolling, or posting comments that degrade others is not permitted. Any posts in violation of these guidelines may be edited to remove the offending language or removed entirely. Participants may be removed from this course in cases of excessive or repeated violation.



Accessibility Statement

To best equip Christ-centered learners and leaders to invest in others and impact the world, the University of Northwestern – St. Paul is committed to being accessible for all learners, as shown by the following:

- All course videos offer closed captioning.
- Pages on the course sites are compatible with screen readers.
- Participants can re-watch videos as many times as needed.

Please contact olo@unwsp.edu regarding any course accessibility concerns.