

Proposal Evaluation Memo

Evaluation by: Y. Hope Osborn

For a proposal by: Brooke [REDACTED]

Overview

As I have written in this evaluation, you have a powerful grip on language style and persuasiveness. You are concise, yet rich in detail.

I recommend you work on the outline and TOC and get some feedback on that as well. I would back off the use of bold font, as that distracts from the overall reading. I also recommend taking a second look at the subtitle for brevity's sake.

Title and subtitle

Your title is descriptive of what you have laid out for the description of your book. I would recommend, shortening the subtitle by a few of the words. May I suggest, "I Looked for Love in the Church but Found it in Unexpected Places." I thought about just leaving out that suggestion, but I didn't want to give the impression that your subtitle needed much revising, because it says what it means.

Hook

I do understand what you are trying to do with the elevator pitch, but perhaps something more concise and snappier would be more compelling. Also, the quotation marks aren't necessary.

Description

Wow! Great long description. It is rich in content, yet not too wordy. It is also easy to follow with a great style of language.

I am concerned, however, with how the description uses the third person point of view. It is just my opinion that it could be stronger making definitive statements about the story instead. For instance, "Surviving Church are stories of Brooke [REDACTED] life in Christian ministries." Instead of "Read how," maybe use something like "Brooke discovers her own." It is good you use your first name for relatability--just watch out from switching from first to last name and back.

Target audience and competing titles

After reading your description, I am confused about the target audience or vice versa. You speak to and in intellectuals, but your description seems appropriate for a broader audience. I know from experiences of others that it isn't just the intellectuals that need to read your book.

You have a solid selection of competing titles that show both where your book is headed and how it differs from other titles. Perhaps you could separate out paragraphs of yours against theirs to define better the differences.

Writing style and voice

You have a strong grip on language and how to use it to persuasively, so I don't have much to recommend. Your tone seems appropriate to the topic and to the target audience (but see previous note on that).

Organization

Unfortunately, you do not seem to include an outline or TOC for me to review. I am sorry you miss out on the opportunity for more feedback.