

**\*\*I. Introduction\*\***

- Greeting and brief personal background
- Hook: a personal anecdote or shocking fact related to the book's topic

**\*\*II. Book Overview\*\***

- Title and genre
- Brief summary of the book's premise
- Main themes or messages

**\*\*III. Unique Angle\*\***

- Explanation of how the book stands out from others in the same genre
- Highlight any unique research, perspectives, or experiences that influenced the book

**\*\*IV. Target Audience\*\***

- Description of the ideal reader
- Explanation of why this book will appeal to them and meet their needs or interests

**\*\*V. Market Potential\*\***

- Brief mention of market trends favoring the book's success
- Comparison to similar successful titles

**\*\*VI. Conclusion\*\***

- Restate enthusiasm and confidence in the project
- Express hope for partnership and willingness to answer questions

**\*\*VII. Closing\*\***

- Thank the audience for their time and consideration