



CLARITY. STRATEGY. RESULTS

Helping thought-leaders turn ideas into compelling nonfiction book proposals.

Debra Eckerling, The Book Proposal Expert, works with executives, entrepreneurs, and consultants to transform their expertise and experience into submission-ready book proposals that attract agents and publishers.

Through keynotes, workshops, and one-on-one consulting, Debra guides clients through the 3Cs of the book proposal: Concept, Context, and Content, so they are able to articulate their differentiator, showcase their credentials, and build a compelling case for why their book needs to be out in the world.

ABOUT NONFICTION BOOK PROPOSALS

Unless the project is a memoir, **authors do not need to write the entire manuscript to get a book deal**. What they do need is a compelling book proposal – that includes a writing sample/sample chapters – that demonstrates the value of the book – it's differentiator, the author's credentials and community, and the book's saleability.

The book proposal speaks for you as an author. You use it to get an agent, agents reach out to publishers, and that acquisitions editor needs to sell your book to their editorial board.

Agents and publishers are looking for books they can sell. The job of the author is to give them one. The ideal outcome: a win for everyone, including and especially the readers.

THE THREE Cs OF A BOOK PROPOSAL

A book proposal is divided into three sections:

- **Concept:** About the Book: Overview, What's in the Book, Book Specs
- **Context:** Author Bio, Reviews/Testimonials, Platform, Marketing, Audience, Comparative Titles
- **Content:** Table of Contents, Detailed Outline, Sample Chapters

DEBRA'S APPROACH

Debra knows busy professionals have a lot going on in all aspects of their lives, so her approach is to help them "write a winning book proposal without the stress." As clients develop key proposal sections, she helps them simultaneously strengthen their messaging, visibility, and author platform, creating the foundation necessary for a traditional publishing deal.

There is both an art and a craft to writing a successful book proposal: the ability to tell a compelling story about the book and its author while making a persuasive case for an agent and publisher to invest in both. Debra helps clients bring those elements together in a proposal that is clear, compelling, and strategically positioned for success.

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ABOUT DEBRA



Debra Eckerling is the author of *52 Secrets for Goal-Setting and Goal-Getting* and *Your Goal Guide: A Roadmap for Setting, Planning, and Achieving Your Goals*; co-author of *Active Grandparenting* (Skyhorse, October 2026), and host of **GoalChat**, **Taste Buds with Deb**, and **The Book Proposal Podcast**. She has spoken on stages for TEDx, Innovation Women, *Writer's Digest*, Women's National Book Association, California Creative Writers Conference, Wellcoaches, the LACBA Lawyer Well-Being Project, and more.

DEBRA'S SERVICES: BOOK PROPOSALS SIMPLIFIED

- **Kitchen Sink Meeting:** A deep-dive strategy session to evaluate your book idea, identify the elements that go into each section, and create a roadmap for moving forward.
- **Guided Proposal Development:** Weekly meetings with structured support for authors who want expert guidance while developing the proposal on their own.
- **Done-With-You Coaching:** A collaborative partnership with hands-on support through every stage of proposal development.
- **Done-For-You Book Proposal:** Comprehensive proposal development for professionals who want a fully developed, industry-standard nonfiction book proposal.
- **Proposal Reviews and Makeovers:** Consulting for those nearing the finish line.
- **Speaking & Workshops:** Presentations, trainings, and workshops on book proposals, traditional publishing, author platform development, networking, and the author life.

WHAT OTHERS SAY

"Debra knows what it takes to make a proposal stand out. Her work is always thoughtful, well-structured, and expertly crafted. Whenever something she's written — or a project from one of her clients — lands on my desk, it goes straight to the top. I know it will be polished, on point, and ready for submission."

~ Paul Levine, Literary Agent and Attorney

"I worked with Deb to develop the proposal for my latest book, and her impact on the project was substantial. **Deb understands both the craft of writing and the realities of the publishing business.**"

~ Shel Holtz, *On the Same Page* (De Gruyter Brill, Q4 2026)

"Deb's work is exceptional; she creates polished, professional proposals in record time — for herself, as well as clients. Her depth of knowledge, creativity, and genuine enthusiasm for helping authors shines through in everything she does."

~ Brenda Knight, Books that Save Lives

"Debra helped refine my existing proposal by sharpening the concept, clarifying the positioning, and better capturing the voice of *Holy Shiitake: A Wok Star Is Born*. The result was a more focused, polished, and market-ready proposal."

~ Celebrity Chef Katie Chin

"When it comes to getting your book published, **Debra Eckerling has the magic touch.** She is the difference between having something important to say... and making sure the world actually hears it."

~ Kristen Coffield, Co-Author, *Active Grandparenting*

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