



CHRISTINE CHITNIS BOOK PROPOSALS

How exactly do you turn your unique skills and experience into a compelling book idea?

As a widely published photographer, editorial writer and author of four books, Christine Chitnis has mastered the process of developing and pitching successful book proposals across the lifestyle sector.

Clients are coached through the full arc of the book proposal process—from refining their concept, to finding an agent, to signing with a publisher. Most importantly, Christine helps each author hone their writing style and visual aesthetic, two essential elements in bringing a book proposal to life.

WHAT YOU'LL LEARN

► Proposal Organization

While there are common best practices that apply to all book proposals, a seasoned strategist can help you customize this framework. Christine helps each client structure their proposal in a thoughtful and persuasive manner.

► Market Audit

The most successful book concepts provide a fresh perspective within a proven, existing market. Christine teaches authors to identify relevant publishing comps, while expressing their unique point of view.

► Author Voice

The voice you express in your proposal is the one editors will expect to see on the page. Christine coaches authors through the process of creating an engaging style that feels relevant to their target audiences.

► Design Consulting

A successful proposal captures your aesthetic sensibility, as well as your words. As a widely-published photographer, Christine leverages her visual skill set to guide clients through the process of designing an eye-catching proposal.

► Business Strategy

Writing a book is only the first step. From navigating a book deal to launching and promoting your concept in the world, Christine helps clients understand industry expectations and the full arc of the publishing process.

Book proposal consulting is a six month process that includes two monthly coaching calls and ongoing email access.



ABOUT CHRISTINE

Christine Chitnis is a writer and photographer based in Providence, Rhode Island. As a four-time author—including *Patterns of India* (Clarkson Potter, 2020)—and contributor to publications including the *New York Times*, *Martha Stewart Living*, *Boston Globe* and *Country Living*, Christine has not only earned a reputation as a multi-talented storyteller, but also as a trusted strategist in the lifestyle publishing sector.

From book proposals to publicity, Christine helps fellow business owners and creatives translate their unique skills into marketable concepts. Working with first-time authors and seasoned writers alike, her vast network of editorial relationships and publishing experience has helped clients land contracts with respected publishers, features in top tier publications and even prestigious rankings on the *New York Times* Best Seller list. Christine also brings a practical understanding of book promotion to her projects, helping clients secure sponsored book tours and paid brand collaborations.

In her own work, Christine has long been inspired by the natural world and the craft of local artisans. From childhood summers in Northern Michigan, to the farms and coastline of her home in New England, to exploring the culture of Rajasthan with her husband, Vijay, she enjoys sharing this passion for discovery with her three young children—Vijay, Vikram and Meera.

For more information about Christine's previous work and consulting services, visit christinechitnis.com or email christine.chitnis@gmail.com.

