

Proposal Evaluation Memo

Evaluation by: Y. Hope Osborn

For a proposal by: Kayla [REDACTED]

Overview

You have a good handle on the tone of the book, using language well, except for some repetitiveness of wordplay and description. Use every opportunity to show off another aspect of your book.

Title and subtitle

Your title is nice and succinct, telling you exactly what it is about in a few well-chosen words. My only concern, and I may be totally wrong, but is there another book called *Embracing Your Inner Goddess*?

Hook

If the hook is the first sentence in your description, it does a good job of inviting the reader in to relate to one of those incidents before springing on the reader the surprise and intrigue of saying--"you." Again you are nicely succinct while still managing to communicate your message.

Description

Your description is informative and intriguing to the audience at the same time. You have the makings of a good description that with, perhaps, a few changes, could be even more powerful.

- After the hook, the second and third paragraphs seem to be the same subject and can be combined for one topical paragraph.
- When you refer to what *Becoming Woman* does, you might consider rewording it to be more imperative, such as instead of "In *Becoming Woman* ... you'll learn about," say "*Becoming Woman* teaches you about a variety." There are a couple more places that could be strengthened.
- The paragraph before the last one is really a good description of how you intend to practically use the information in the book to help your readers. You might consider bringing this up earlier in your description.

Target audience and competing titles

Your target audience seems well-researched and thought out. I would only suggest cutting some of the part of the target audience that goes a bit too much into a description of the book rather than the audience. Look at starting around, "They won't only learn about ..."

You have a good selection of comparable books that you describe well in a few words, but I saw quite a bit of repetition of words and phrases between the books and your

descriptions of your and their book--energies, variety, archetype, etc. Enrich your language and use this as an opportunity to really expand on your book differences.

Writing style and voice

My suggestion includes the before-mentioned enrichment of your language, but the tone of the language is appropriate to your subject and audience. Its' cadence mirrors the meditative qualities that you are promoting.

Organization

The organization and TOC are clean and effective. I am impressed with how you illustrate the topics between chapters and that you pull it together in each one to give application after the foundation of information. I might consider rethinking the terminology "and general information." It doesn't match the tone of the rest of your titles and the subject matter.