



Publishing Nonfiction Books on Spirituality  
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Template Queries for Market Exposure

The subsequent page provides a sample query letter for you to use as a template for drafting letters to prospective reviewers, interviewers, and presses. If you're going the traditional publishing route, then chances are your publisher will have assigned you an in-house publicist. Be sure to coordinate with your in-house publicist about queries. Keep the lines of communication open so you two do not query the same publication twice. Split up the work. But most importantly, expect to do work. Just because you have an in-house publicist doesn't mean you can sit back and relax. Plus, I believe that the more motivated you appear, the more motivated the publicist will be. Enthusiasm is contagious. There is also a sample query letter sent to an established author or public figure for a book endorsement (the "book blurb").

When drafting query letters, make personalization your top priority. Do not send out boilerplate form letters to the media and especially not to established authors that you're trying to get an endorsement from. If you do and you don't receive any response from them, then it was entirely your own fault. Now that I have a few books published and somewhat of an author platform, I often get asked to give my endorsement. When the query starts off with, "To Whom It May Concern," I do not read any further. Those letters get deleted immediately. Mostly because it does not concern me. So be personable and address each author directly in your letter. Do not write, "To Whom It May Concern" and expect a friendly reply.

To personalize, the first few sentences of your query should be "proof" that you know who the heck you are talking to. In other words, if you are querying for a book blurb from an author, then show you are familiar with that author's body of work and background. If you are querying a media platform for a review or interview, demonstrate your familiarity with that media platform, that you've read at least a handful of articles from that platform before, and know of that particular journalist's work. This takes just a couple minutes of due diligence on your end and it will make all the difference in the world.

Humility will also take you far. When someone writes me for an endorsement and pitches their work as something that will change *my* life and how I am about to receive an incredible opportunity to be "the first" to read a groundbreaking new book, I'm going to pass and move on. In your query, be humble. Understand that the established authors and media personnel are doing *you* a favor, not the other way around. Show gratitude and be respectful. This sounds like common sense, but it's clearly not because many new writers make the rookie mistake of believing that puffery is the way to go. It is *not* the way to go in a professional query letter.

## Sample Query Email for a Book Review or Author Interview

Use a clear, informative subject line that states your purpose.

Start by proving that you're familiar with that website, publication, or individual. Also, it should go without saying: be honest.

Introduce yourself to set up why you're writing.

Provide the following information:

- Title of your book
- Publisher information
- Publication date
- Book length and format
- Any endorsements received to date

State that you are willing to send a promotional copy to the individual for review and consideration, implying it will be at your (or the publisher's) expense.

*Note:* If your publisher has declined to foot the cost of sending promotional copies or you are short on funds, then it is okay to offer a digital copy of the book, and to e-mail your book as a PDF file. If that is the case, then clearly and unambiguously note that in your query letter. Don't lead the individual to believe that you're sending a hard copy by mail if you'll be sending an e-book only.

Re: Query for a Book Review or Author Interview

Dear Mr. Miller:

I have been an avid subscriber of your YouTube channel, Happy Spirit Books, since you first started in 2010. Recently you did a book review of *Soulful Muse* by Abigail Author and based on your comments, I think you might be interested in my book, *Heal Your Spirit*.

*Heal Your Spirit* is about how to heal soul fragmentation through past life regression techniques and mindfulness meditation. It is published by Soul Publisher in New York and will be out in stores this summer. The book is about 250 pages in trade paperback. It has received endorsements from Famous Figure, author of *Well-Known Book* and Popular Person, author of *Another Well-Known Book*, among others. I would love to have the publisher send you an advance review copy so that you might share your comments on the book to your audience.

At your request, I am happy to send along a media kit. If you're amenable to considering *Heal Your Spirit* for either a book review on your channel or arrange for a video interview with me to talk about *Heal Your Spirit*, I will have a copy of the book delivered to you promptly. Please let me know the mailing address to send it to.

Thank you for your time and I look forward to hearing your thoughts about *Heal Your Spirit*. I have been a longtime fan of your work and any support or endorsement you're able to give me would be greatly appreciated.

Sincerely,  
Willy Writer  
[www.healyourspirit.com](http://www.healyourspirit.com)

## Sample Query Letter for an Author Endorsement

Use a clear, informative subject line that states your purpose.

This query letter better be personalized. Do not send boilerplate queries to established authors!

Start by proving that you're familiar with the author's body of work and stating why you're querying this particular author for a book blurb.

In one concise paragraph, summarize your book and offer logistical details, such as when the book will be released (therefore when the established author's book blurb needs to be handed in to your publisher) and the length of your book (so the author has a sense of how long it will take for her to finish reading it).

Your query letter needs to be proofread, polite, and personalized.

Re: Query for Your Author Endorsement (a Book Blurb)

Dear Ms. Johnson:

To this day one of the most influential works on my spiritual path has been *Hearing Your Angels*. My copy of your book is well-worn, whole paragraphs underlined and highlighted, and truly sentimental—a book I cherish and hope to have the honor of you signing one day. By the way, I am also an avid fan of your latest book, *Hearing Your Spirit Guides*. Inspired by your career, I am an aspiring writer myself and will be publishing my debut book, *Heal Your Spirit*, through Soul Publishing House. I am writing in hopes that you might take a look at the book and offer an author endorsement, or book blurb.

*Heal Your Spirit* is about how to heal soul fragmentation through past life regression techniques and mindfulness meditation. The book will be out in stores this summer so the publisher hopes that all author endorsements to be printed on the cover can be finalized by May 15. The book is about 250 pages in trade paperback. I would love to have the publisher send you an advance review copy.

If you're amenable to considering *Heal Your Spirit* for endorsement, I will have a copy of the book delivered to you promptly. Please let me know the mailing address to send it to.

Thank you for your time and I look forward to hearing your thoughts about *Heal Your Spirit*. Your work has been influential on my own path, so any support or endorsement you're able to give me would be greatly appreciated.

Sincerely,  
Willy Writer  
[www.healyourspirit.com](http://www.healyourspirit.com)