

GUIDELINES FOR PREPARING BOOK PROPOSALS

Your proposal should include the following information to facilitate our understanding of your project.

1. Tentative Title

2. Author/Editor(s): Name(s)/Affiliation/Address/E-mail/Telephone

3. Description of the project: A few paragraphs, including purpose and scope. Why is the book needed? How will it be used? What will it cover? What is special about it? Any background information about changes in the field or other trends that may influence someone to buy a book on this topic is also helpful where relevant. How long would you expect the book to remain current before it would need substantial updating or revision?

4. Market: Who will buy your book? Please be specific about your target audience, why they need the book and how they will use it. Describe the primary market and any secondary professional and/or student markets, and the level of readership the book is intended for.

5. Competition: Please list competing titles from other publishers. If there is no direct competition for your book tell us why and list any significant related titles. How is your book better or different in comparison? If there are other sources that the audience currently uses to obtain some of the information in the book (online references, professional society guidelines, etc.), please describe.

6. Key features: What distinguishing or unique features does your book have? List 3 – 5 points that telegraph what's special or distinctive about your book.

7. Physical specifications:

- **Size:** Estimated number of printed book pages
- **Illustration requirements:** Approximate number of halftones (b/w photos), line drawings (including flow charts or algorithms), color illustrations if necessary (if so describe)
- **Format (if you have a strong preference):** Hardcover or paperback, dimensions, desired design features or special page design or layout suggestions that should be considered

8. Digital products: Are there possible digital products that we should consider to complement or extend the print book (e.g. video loops, a question & answer app, image bank with cases for review, etc)?

9. Schedule: Projected completion date.

Along with this information you should submit a detailed table of contents or outline with prospective contributors (if any), and a copy of your CV.