



## GUIDELINES FOR SUBMITTING A BOOK PROPOSAL

The proposal should include all of the following, some of which may overlap.

### 1. Working Title

The title should clearly reflect the central goals of your manuscript. It is also a vital marketing tool to differentiate your book from others that are similar in some ways. A good final title may occur to you only during the process of writing and revision.

### 2. Scope and Purpose

Describe the subject of your book, its scope and purpose. Provide a rationale for why the project is timely and will appeal to your intended audience. Outline the topics that will be covered and what your book will contribute to the subject.

If the project is an edited collection, discuss its focus. Describe the individual contributors' chapters and how you propose to achieve cohesion among the several parts.

### 3. Audience

Specify the audience for your book in terms of type (general, academic). Indicate the academic disciplines and level (secondary, post-secondary) for which it will be appropriate. Note primary and secondary audiences, and consider whether the book will have specific geographical appeal (regional, national or international markets). Estimate the annual market size.

### 4. Need

Specify the need your book will meet or create. Describe how your book will meet this need in a fresh way. Explain how it will add to a body of knowledge or improve practices.

### 5. Competition

List already published competing and related works, giving author, title, publisher, year and price. Explain how your book differs from or improves upon the competition. The competition may include materials available in journal form or available electronically. State whether price, timing of publication or format are critical issues.

### 6. Qualifications and Related Activities

You will include a CV with the proposal. In this proposal, however, highlight the work you have already completed that is relevant to your current project. State your academic affiliation and whether you lecture or speak in public outside your institution, give presentations at meetings, or are otherwise involved in information media related to the subject of your book. Note whether you are on the board of a journal or book series, or own a listserv. Note the relevant organizations and associations in which you hold membership. State whether you have been invited to present at meetings in the next twelve months. Name influential contacts in your field who might be willing to give you a pre-publication endorsement.

Indicate whether you would be willing to participate in marketing your book (book signings, panel presentations, speaking engagements). If this an edited volume, provide similar information about your contributors.

### 7. Table of Contents

Provide a Table of Contents. For each chapter write one or two sentences describing the contents of the chapter. Comment on your rationale for the sequence and organization of the manuscript.

### 8. Format, Length, and Special Features

Specify any needs or ideas you have about format: traditional book, binder product, electronic book. Provide an estimated word count and page length of the book using as a rule of thumb approximately 360 words to a printed page. Note whether the book will include illustrations or any unique graphics or production features.

### 9. Timetable

Describe the current state of the manuscript. Estimate when it will be completed. Note any factors that might influence the publication date. Indicate whether you have commitments that might delay delivery of the final version of the manuscript.

## ACCOMPANYING MATERIALS

The proposal should be accompanied by the following materials

### 1. A Writing Sample

This may be a draft of a chapter or the introduction to the book. You may also submit a recent article by you on the topic. For an edited work, indicate the guidelines you will ask your authors to follow. If possible, include a brief sample of their work.

### 2. Curriculum Vitae or Resume

We look forward to hearing from you. Send all materials to: Miles Groth, PhD, Wagner College, One Campus Road, Staten Island, New York, 10301, USA. You may submit the proposal electronically: [mgroth@wagner.edu](mailto:mgroth@wagner.edu). Please include the Proposal in one file/document and the Accompanying Materials in a second file/document. In a cover letter, specify that your project is not currently being considered by other publishers.