



Book Proposal: What You Should Do

In order for us to give your proposal the attention it deserves, please try to include the following information.

BOOK INFORMATION

Title

Remember that your title is how the world discovers your book. Have you thought about how people will search for it? Is there one key, critical phrase? Is your title already taken by a key competitor? Does your proposed title clearly indicate what your book is about?

Summary

A one-line description of the book, summing up its scope and content.

Description

A concise description of the book (up to 250 words). This needs to be clear, informative and persuasive, suitable for use as the book's blurb (its marketing copy). It should be written so that people with only a basic knowledge of the field understand what this book is about.

Rationale

The reasons why the book is needed, the needs it will fulfil, its fit with contemporary literature.

Short non-technical description

A short description that could be used as the basis for catalogue. This should be clear, informative and persuasive (175 words or less).

Key features

If you had to give three key benefits that your book offers to its readers, what would they be? Make these short and pithy. Think: are these the three reasons why someone would read this book?

Table of contents

Follow the convention: 1. Introduction, 2. First Chapter. Include: chapter heads and sub-headings. For contributed volumes, please also include contributor names AND their affiliations.

Chapter outlines

A brief description of the main topics to be covered in each chapter, including a summary of content, angle, purpose and relevance. Think about your synopses as a whole: is there a logical progression?

Length

How many words long (including notes and bibliography) will your manuscript be?

Illustrations/Figures

List the approximate number of figures required (if any) including tables, charts, line diagrams and photographs.

Submission date

Please give a realistic date by which you would expect to be able to deliver the complete manuscript. Remember: realistic!

Permissions

Will you be reusing any previously published material (figures, illustrations, text) of your own or others? If so, please give full details.

Pedagogical features

If appropriate, please outline the main pedagogical feature that you would plan to include (chapter summaries, case studies, boxed text sections, study questions, glossary, further reading, website links).

Sample material

We would expect a complete chapter for this book, including any special features you propose, such as case studies or questions for student practice. This will help us to assess your style and level of writing.

Peer review suggestions

Please provide names of two or three people we might approach to ask their opinions on your proposed book. Please include their affiliation and their email address. Ensure that your suggestions reflect the proposed market for the book. Although we will conduct our own independent peer review process, a short academic endorsement from someone who is familiar with your work in this area

can also be helpful in presenting your proposal to our publishing board. Do you have one now?

Other submissions

Please let us know whether you have submitted this proposal elsewhere and, if so, to which publisher(s). Please enclose copies of their replies.

MARKET AND COMPETITION

Market and readership

For whom is the book primarily written, in which discipline(s), at what level(s), which specific courses/modules might it be used with? Are there secondary markets in other areas or at other levels?

For textbooks, please give details of courses/ modules where your book could be recommended as essential or supplementary reading. Where possible, please provide names and contact information for those teaching on these courses/ modules.

For monographs, please give information on the research context and any relevant organisations, associations and networks.

Marketing plan

Please provide a thorough, realistic marketing plan which is integrated into your proposal, rather than being an afterthought. The most convincing marketing plans are based on already existing activities rather than aspirations.

The American market

What features of the book would help us to market the book in North America? e.g. American content, references, endorsements.

International markets

What features of the book would help us to market the book in other international territories (where the London office is the commissioning office), e.g. Canada, Europe, Australasia, South America, etc.? e.g. content, international case studies, reference, contributors, preface, foreword, author profile, endorsements. Does your book have global appeal? Why?

Competition

Please provide details (title, author, publisher, publication date and list price) of comparable books, or books that might compete directly for a reader's attention. How is your book like, or unlike, the other books? What are the strengths and weaknesses of the competing books? What advantages does your book have over the competition?

AUTHOR AND CONTRIBUTOR INFORMATION

Your details

Include your title, full name (as you would want to appear on the book, in catalogues, etc.) and affiliation/job title. Also provide a short biographical note (up to 50 words). For edited volumes, include a list of contributors including their title, full name, affiliation/job title and a short biographical note.

Contact details

Work:

- a) e-mail:
- b) telephone:
- c) postal address:

Home:

- a) e-mail:
- b) telephone:
- d) postal address:

Indicate to which postal address you would be happy for all formal correspondence to be sent, such as contracts, proofs, etc.

Additional information

Please give any additional information which would be helpful in making our decision, e.g. previous books, teaching/research experience, media contacts, etc. Attach a copy of your CV.

Websites and social media

Please give details of any websites or social media activity relevant for your book and its promotion.

Thank you for taking the time to complete your proposal. We know this is a substantial effort. We appreciate it!

Above all, please make sure that someone who may be unfamiliar with your work or the exact area in which you work has enough information to make informed comments on the project.

Please return to the commissioning editors by email:
Contact@RussellSquarePublishing.com