

## **PUBLISHING PROPOSAL GUIDELINES**

The purpose of a proposal is to present a "picture of a book" to the publisher. After submission, proposals are routed through the peer review process to help determine likely market acceptance and to provide an author with research feedback. A well-prepared and thorough proposal assists both author and publisher in obtaining an accurate market assessment and useful suggestions for developing the book's content.

This sheet lists information that helps us make an informed publishing decision. The more information provided, the more thorough the peer reviews will be. Reviews are an important tool for helping us to assess the project and for helping authors to prepare a more marketable text.

A detailed listing of contents is the most important part of the proposal. This is usually presented as a comprehensive table of contents. While the final list of topics may not be finalized, it is best to furnish as complete and accurate a listing of contents as possible.

A CV and a short author's bio that includes information on how often and when you last taught the course the book is designed to fit and the competing book(s) you use(d) should complete the package.

We prefer that proposals are submitted by e-mail. However, you are also welcome to fax or mail your proposal if you so wish.

If you have any questions regarding proposals or potential projects, please contact us:

phone (480) 991-7881 or email [ckelly@hh-pub.com](mailto:ckelly@hh-pub.com).

### **■ STATEMENT OF PURPOSE (3 or 4 pages)**

**A description of the book.** It should include:

1. A brief synopsis of the rationale and need for the book and the major approach or theme to be followed.
2. The intended audience and specific college courses that would use the book.
3. A list of the outstanding, unique, or distinctive features, such as the format of the book, the level of presentation or heavy emphasis devoted to certain topics.
4. A description of the pedagogical apparatus planned.
  - *Text pedagogy*: e.g., examples, case studies, review questions, problems, references, appendices, bibliography, glossary, etc.
  - *Ancillary pedagogy*: e.g., instructor's manual, study guide, website, workbook, laboratory manual, PowerPoint presentation, and so on.

**The compelling unique feature(s) of your book.** Concisely frame in a sentence or two why an instructor who uses a competing book for his or her course should adopt your book instead.

**The competition.** List the three or four closest competing books (author, publisher, title, page length, copyright date). Include what you consider to be the strengths and weaknesses of each. How will your book compare to each of the competitors listed?

**Status and schedule:**

- Briefly state the physical specifications of your proposed text: total number of parts (or sections), chapters, appendices, and projected pages (finished book).
- Note the status of the completed manuscript at this time: if applicable, number of chapters in first draft, number of revised chapters, number of chapters in final draft.
- Indicate when you plan to finish the entire manuscript complete with illustrations and pedagogy.

**■ OUTLINE**

Provide a table of contents with chapter titles and a detailed subheading outline for every chapter. The detail must be sufficient to allow a reader to react and make suggestions on chapter organization and content.

**■ SAMPLE CHAPTERS (Optional)**

If you have already prepared some portions of your proposed project, please send sample chapters (not necessarily sequential) for our review that best fit your description of the project. These samples may include, for example, the introductory chapter, your favorite chapter, and the most unique, innovative, or important chapter. If samples are not yet available, please forward the other items described on this sheet (complete statement of purpose, outline, and vita) so that we can begin discussions. Sample chapters will then be reviewed at a later date.

**■ VITA**

Please submit a copy of your current vita and those of any potential co-authors.