

Week 9: Details and Finishing Touches

Details presses will need to know in evaluating your proposal:

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- What is the current state of the manuscript?
- When will your book be complete, if it is not complete already?
- How many words do you anticipate the manuscript will be?
- Will your book have any photographs or illustrations? If so, do you have permissions in place?

Finding the right press(es) to submit to

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What presses publish books in your field?

- book exhibits at conferences; asking editors about their lists;
- advertisements in back pages of major journal in your field;
- Works Cited/Bibliographies/Acknowledgements of similar books;
- press websites—look at current releases, but also look at editorial staff;



NEW PROPOSALS

- * Why Publish With Us?
- * What We Publish
- * How to Submit
- * The Review Process

ACCEPTED PROJECTS

- * SUNY Press Guide
- * Author Tool Kit
- * The Marketing Process
- * Author Accounts Page

HOLIDAY 22!

Save now

Featured Titles

New Releases

Forthcoming

Bestsellers

Award Winners

Word of mouth—what experiences have others had with this press?

— — —

- How responsive are they (to query letters, to proposals, to general questions)?
- What is their turnaround time?
- How is the quality of their peer reviews?
- What has been their experience with the editors as people? (see Rachel Toor's "How to Cultivate a Relationship with an Editor" on Sakai site)

**Can you submit to multiple
presses?**

Yes, but you should be transparent

Should you send a query first?

(yes)

Query emails are brief, concise emails sent to publishers in order to gauge interest in your book manuscript. 1-2 paragraphs.

What's in a query email:

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- Send from your university email address
- Introduce yourself
- Overview of your project (1-2 sentences)
- Explain the intervention—why is the project important? (1-2 sentences)
- Describe why the project is a good fit for the press/series
- Offer to send the proposal and sample chapter(s)

What happens next?

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Acquisitions editor will ask for and read your proposal and (almost always) a sample chapter and either:

- send it out to reviewers and then take it to the editorial board if reviews are positive; editorial board must approve before you are given a contract
- or
- Some presses take proposals directly to their editorial board first, offer provisional contracts, and then send completed manuscripts out to readers

Remember, there are lots of readings in the Resources section to help you when you feel stuck.

You got this.

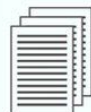
KEY COMPONENTS OF A SCHOLARLY BOOK PROPOSAL

Every press has their own requirements and format but most will ask for these items in one form or another. You might see different terms used, but they're all looking for these basic elements.



WORKING TITLE

- Grabs an editor's attention
- Communicates what you think is most important in your book
- Demonstrates that you have a handle on your book's contribution and argument



PROJECT DESCRIPTION/OVERVIEW

- Makes the main case for your book to all publishing staff and peer reviewers
- Shows editors how you write and how you are approaching your book

INTENDED AUDIENCES

- Particularly important for marketing and sales staff
- Makes a case for fit between book and press



COMPARABLE BOOKS

- Also important for marketing and sales staff
- Helps an editor get a handle on your vision through reference points
- Your list makes a case for fit between book and press

TABLE OF CONTENTS AND CHAPTER SUMMARIES



- Particularly important for peer reviewers
- Proves that the project needs to be a book and is well conceived

MANUSCRIPT SPECIFICATIONS

- Important for production planning
- Editor will use your specs to make profit and loss calculations
- May matter for marketing too



MANUSCRIPT STATUS

- Helps editor plan for peer review
- Helps publisher plan for production and release date, alongside other projects

AUTHOR INFO

- Relevant for peer reviewers who may be asked to comment on your qualifications
- Gives publicity staff a sense of your platform
- Some presses will ask for a CV too



WRITING SAMPLES

- Show editors and peer reviewers your writing style
- Provide material from book for peer reviewers to evaluate

If you need more help decoding a press's proposal submission guidelines or want tips on crafting any of these elements of your proposal, see [THE BOOK PROPOSAL BOOK](#).