



- ii. Approximate illustration count (in addition number of tables, line drawings or maps if any). If you intend your book to be very visual in content, please indicate whether rights have been cleared for these images. It would be useful to see a few examples of artwork:
- iii. Please indicate if the book will have a foreword (plus author name and affiliation):

## 5. COMPETITION

- i. Please list any competing and/or comparable titles that you are aware of.
- ii. Please include author name, title, publisher and publication date.
- iii. Explain how your book is like or unlike the other books.
- iv. What are their strengths and weaknesses in relation to your book?
- v. What advantages does your book have over the competition?

## 6. MARKET & READERSHIP

- i. Please identify the main markets for the book:
- ii. Please provide a list of specialist or local bookshops which you feel should stock your book:
- iii. Please provide information about any specific courses for which you feel the book would be appropriate as a supplementary reading text (including course name, institution, level and contact details):

## 7. MARKETING & PUBLICITY

- i. Can you describe what you feel are both the challenges and strengths in marketing this particular project? Do you have any specific ideas or angles for promoting the book?
- ii. 3-5 key sales points about the book. These should be commercially oriented, as well as academically focused if possible:
- iii. Do you feel the book will have a specific international appeal? If so, please define where and why e.g. contributor affiliation, subject matter, author profile, possible endorsements.
- iv. Are there any recent trends or media attention relating to the book's subject in the US and the UK?
- v. Please list any associations and their conferences/exhibits/events where you feel would be useful to promote the book (include date, location, conference organiser contact details if known):
- vi. Please list any publications that you feel should receive review copies of your book (include contact name and email address if known):
- vii. Please list any contacts you know who may help in the promotion of your book (include contact details and email address if known):
- viii. Please list any mailing lists, websites or blogs that you feel may promote the book:

## 8. WRITING PLAN

- i. Please give an outline of your proposed writing schedule and a date of completion for the book. It is important to be as realistic about this as possible.
- ii. Is sample material available?

## 9. POTENTIAL PARTNERSHIPS

- i. Please provide information about any associations, societies or institutions that you may feel support the book financially or any other ways?
- ii. Can you identify conditions the association would require in return for supporting the book e.g. advance copies to distribute to members, logo and acknowledgement:

## 10. AUTHOR BIOGRAPHY

(If you have a biographical release, which gives the information we need, please attach.) Your academic and professional record (please include degree, subject area, college/university and date. Please include any honorary degrees):

- i. Recent positions (please include affiliation and dates):
- ii. Research interests:
- iii. Offices or memberships of professional associations/societies:
- iv. Previous publications & articles (please include title, publisher, publication date):
- v. Other important biographical information:
- vi. If there is a co-author(s), please also provide above requested information for them.
- vii. If there are contributors, please list them here, along with their current institutional affiliations.

## 11. PEER REVIEW

- i. Please provide the names of 2 or 3 people who may be able to provide us with opinions on the proposed book.
- ii. Any other comments?

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Institution: \_\_\_\_\_

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