



Westview Press
A Member of the Perseus Books Group

**2465 Central Avenue
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Guidelines for Submitting a Proposal

The Prospectus

The prospectus is typically a narrative document of five to ten pages, in which you offer specific details (much as you would in the preface of the final book) about the course where the book will be adopted, your approach to the material, and how your book will be different from (and better than!) existing books.

The audience for the prospectus is twofold:

The editor, whose preliminary evaluation of the proposal will determine its fit with Westview's publishing program; and

The reviewers, who will inform the editor of the suitability of the proposed book for use in their own classrooms.

A good prospectus includes the following elements:

The Proposed Book Title: It doesn't have to be final—in fact, we may want to help you refine the title to meet the book's market—but having a proposed title helps us understand the kind of book you intend to write.

The Quick Pitch: One or two lines summarizing the book's core aims, approach, and audience. Think of this as your book's "elevator speech" or "cocktail party blurb."

Annotated Table of Contents:

Please include an annotated table of contents that describes, in as much detail as possible, the contents and approach of each chapter. The more information you can provide here, the more substantive the feedback reviewers can provide. Please be sure to include chapter titles. Chapter titles should be succinct and to the point, include important key words from the chapter, and help readers understand the logical flow of your book.

Overall Plan [Book Description]: Describe in a few paragraphs the text and the topics you will address (this should resemble what you would hope to read on the back cover for your book). Will the book have a particular point of view, emphasis or approach? What sets this approach apart from other books on the same topic or in a similar course market? Why is there a need for your book? What led you to consider writing a text of your own?

Market: In which course(s) will your work be adopted? When listing courses, please remember that "courses in sociology and education" is a very broad assessment of the potential market; more helpful would be specific course titles such as "SOCAN 345: The Sociology of Education" and "EDUC 5440: Multicultural Education." If this is a new course area, where is it currently taught (which specific institutions, or types of institutions)? Would your proposed book be used as a core text, or as one of several reading assignments in a course? Is there a non-course

market for your book? Has your material been “class-tested,” either in your own course and/or in any other sections, courses, schools, etc.?

Competition: What books or other reading materials are professors who are likely to adopt your book currently assigning? What are the strengths and weaknesses of the books yours would compete with or replace (including projects in development, if any)? How do they meet the needs of your target audience, and how do they fail to meet those needs? How will your book differ from its major competitors? How will it be similar?

Length & Format: What is the projected length of the book (estimated word count and manuscript or book page count)? How do you envision the final product looking? What is its trim size (e.g., 6x9”, 8.5 x 11”) and binding (paperback, hardcover)? What about color—is the book mostly black and white text, or is there a need for color? If so, where and how would color be used?

Illustrations: What graphics (maps, figures, charts, etc.) will the book employ and for what purpose? Would you like to include photos and cartoons? How many and to what effect? Do you have experience securing permissions for photos and other types of material?

Pedagogical Elements: What plans do you have for special features or pedagogical support (highlight boxes, glossaries, appendices, questions and assignments, key terms, etc.), if any? What competitive advantages will they offer?

Schedule: What is your schedule for writing the book? How much have you already written? Is any material available for review? What dates do you estimate for completion of a review-ready first draft?

Credentials: Please include a copy of your CV and a short bio (again, similar to what would appear on the back cover of the book). In addition, please mention any special qualifications you may have related to this particular project. If you have a preferred method of contact—office phone, cell phone, office address, home address, email, carrier pigeon—please let us know.

Ancillaries: What ancillary materials, if any, should be planned for the book (e.g., web site, instructor’s manual, student workbook, test bank)? Would you be able to develop these materials in conjunction with the book?

Sample Chapters: Ask your Westview editor whether to prepare one or two, sample chapters. While the prospectus and the table of contents reveal the thinking behind the conception of the book, draft chapters demonstrate whether its potential will be realized. Each project has different needs, and sample chapters are often needed before a contract is signed.

Review Process: In the interests of crafting the best book possible, we are likely to review your proposal and manuscript several times on the path toward publication. As such, it would be helpful for us to know:

- Which other publishers, if any, you have approached/plan to approach about the project; and
- The names and affiliations of three to five potential peer reviewers who teach the target course. (Please indicate whether you have a personal connection to any of the people listed.) We will consider them along with our own selection of reviewers.

Other: Is there anything else that would be important for us to know about you and/or the book?

We look forward to reading your proposal!

Editorial Team,
Westview Press