

### Proposal checklist

Please include the following:

Title: Subtitle

Author name

- A synopsis of the content of the proposed book.
  - Please provide a soundbite (around 300 words) about your book, which could be used on the jacket of the book in order to draw the reader in. Please note that this will be circulated to marketing and sales teams who may not have expertise in the area, so please make this as accessible as possible.
- A rationale for the book (please ensure that you provide enough information about this, as it is one of the most important aspects of the proposal. The best approach would be to write a few paragraphs or a page, explaining why you think the book is needed and answering the questions below).
  - Who is the primary market? Routledge has an excellent tradition of cross-marketing texts but it would be useful for individual groups and subject areas to be identified.
  - Does the book have an international focus? If not, will it appeal outside of the authors home country?
  - What needs will the book fulfil? Why should the book be published *now*?
  - Is the book research focused? If so does it draw on primary or secondary research? If primary research please give an indication of the sample size.
  - What competition is there? If there is not any competition, what is the intended audience currently reading and how does your proposal differ? Which texts would you anticipate seeing your books alongside?
  - Evidence to support this.
- At least three unique selling points for the book.
- A list of keywords.

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- A table of contents.
- A detailed chapter-by-chapter outline, summarising the content of each chapter (key references are useful and we will need around 300 words for each chapter).
- If the book is edited, what steps will you take to ensure the chapters hang together as a cohesive whole, rather than as individual 'papers'?
- Are there tables / diagrams / illustrations? If so, how many? Will they need redrawing?
- A brief CV for the author / editor / contributors, outlining professional qualifications, previous publishing experience, etc. Please include a list of any previously published books here.
- Sample material if available (draft acceptable) - or previously published material, as appropriate
- A note on the estimated overall length of the finished typescript in thousands of words (the 'average' book we publish is 80,000 words long), including references – please try to be as accurate as possible.
- A note on when the finished typescript is likely to be ready.
- Please suggest three people from whom we might solicit, in confidence, a review of this proposal. Please supply their names, addresses and email addresses, if possible. Please do not suggest anyone who is likely to contribute to the proposed book, anyone who teaches at the same institution as you, or, if your proposal is based upon your Ph.D. or other postgraduate dissertation, anyone involved in its supervision or assessment.
- If you are submitting the proposal to other publishers, please state which ones. If you are contracted to write what could be described as a competing work for another publisher, please give details.

#### **Additional Information For Authors Submitting PhDs**

- In the case of PhDs, we would prefer to see the entire manuscript, or thesis, as well as a proposal.
- We need to know:
  - Which parts will you cut or modify?
  - How will you draw out and expand the main findings and conclusions?
  - What specifically are the aspects of the work, as it stands, that are designed to satisfy your examiners, but that are not suitable for a book and will be changed? How will you be adapting the language and style, as well as annotation and references?
  - Is the thesis in an area of increasing academic and research interest?
  - How will you analyse and apply the research findings to make this a useful text?

Please send the proposal to:

**Heidi Lowther**

**Editor**

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