

STEP 2

EVALUATE YOUR TARGET PRESSES

PUBLISHER <input type="text"/>	
EVALUATION QUESTIONS	NOTES
<input type="checkbox"/> Do people who have published with the editor and press speak well of the experience?	
<input type="checkbox"/> Do the press's books seem well designed, with attractive covers and high production values that will appeal to readers?	
<input type="checkbox"/> Is it easy to find information online about the press's books, such as synopses, endorsements, and tables of contents?	
<input type="checkbox"/> Do the press's books have a reasonable price point?	
<input type="checkbox"/> Does the press seem to actively promote its books and authors?	
<input type="checkbox"/> Would you be proud to tell people that you're publishing your book with this press when it comes time to do your own promotion?	
<input type="checkbox"/> Does the press have a demonstrated commitment to publishing and actively promoting authors from historically excluded and underrepresented groups?	
<input type="checkbox"/> Does the press have a public code of conduct or mission statement in place that indicates its commitment to treating authors with justice and respect?	
<input type="checkbox"/> Do your senior colleagues feel this is a reputable press in your field?	
<input type="checkbox"/> Have you felt that the staff has treated you well and that the acquiring editor you'd be working with fully understands and supports your project?	

You can weight these items as you see fit, based on what's most important to you. Print as many copies of this worksheet as you need, one for each press you are considering.

STEP 3

GATHER SUBMISSION INFO AND SUMMARIZE YOUR BOOK'S FIT

PRESS NAME

WEBSITE

REQUESTED SUBMISSION MATERIALS

POTENTIAL ACQUISITIONS EDITORS AND SERIES EDITORS

EDITOR NAME

EDITOR CONTACT INFO

REASONS WHY YOUR BOOK IS A GOOD FIT

Print as many copies of this worksheet as you need, one for each press you are considering.

STEP 4

GENERATE RAW MATERIAL FOR YOUR PROPOSAL PACKAGE

WHAT FIRST MADE YOU INTERESTED IN WRITING ABOUT THIS TOPIC?

WHAT PEOPLE, PLACES, AND THINGS DO YOU DESCRIBE IN THE BOOK?

WHY DO YOUR RESEARCH FINDINGS MATTER?

WHO SHOULD READ THIS BOOK? HOW WILL THEY BENEFIT FROM DOING SO?

HOW DID YOU CONDUCT THE RESEARCH FOR THIS BOOK?

WHAT'S THE MOST INTERESTING STORY FROM YOUR RESEARCH? WHY?

WHAT DOES THIS BOOK ADD TO CURRENT CONVERSATIONS?

WHAT MAKES THIS BOOK SPECIAL?

WHY ARE YOU THE RIGHT PERSON TO WRITE THIS BOOK?

WHAT'S THE MAIN THING READERS SHOULD UNDERSTAND BY THE END?

STEP 5

DRAFT A LETTER OF INQUIRY TO INTRODUCE YOUR PROJECT TO EDITORS

EDITOR'S NAME

EDITOR'S EMAIL ADDRESS

YOUR PURPOSE FOR WRITING TO THE EDITOR

YOUR BOOK'S TOPIC, APPROACH, AND THESIS

YOUR BOOK'S CONTENTS AND CONTRIBUTION, METHODS, ARC

WHO YOUR READERS ARE AND WHY YOUR FINDINGS WILL MATTER TO THEM

REASONS WHY YOUR BOOK WILL BE A GOOD FIT FOR YOUR TARGET PRESS

YOUR CREDENTIALS TO WRITE THE BOOK

THE MANUSCRIPT'S DEGREE OF COMPLETION AND WHAT YOU ARE ASKING OR OFFERING AT THIS POINT

STEP 6

COLLECT A LIST OF COMP TITLES

TITLE	AUTHOR	YEAR	PUBLISHER
_____	_____	_____	_____
THE OTHER BOOK'S TOPIC AND APPROACH (BROADLY DESCRIBED)			

HOW YOUR BOOK COMPLEMENTS THE OTHER BOOK OR OFFERS AN ALTERNATIVE			

TITLE	AUTHOR	YEAR	PUBLISHER
_____	_____	_____	_____
THE OTHER BOOK'S TOPIC AND APPROACH (BROADLY DESCRIBED)			

HOW YOUR BOOK COMPLEMENTS THE OTHER BOOK OR OFFERS AN ALTERNATIVE			

Print as many copies of this worksheet as you need. 3-6 comp titles is a reasonable target.

STEP 7

ARTICULATE YOUR BOOK'S AUDIENCE

CONFERENCES (+DIVISIONS) WHERE YOU'VE PRESENTED YOUR RESEARCH

ORGANIZATIONS/DEPARTMENTS WHERE YOU'VE BEEN INVITED TO SPEAK

MEDIA OUTLETS THAT HAVE QUOTED YOU OR FEATURED YOUR WORK

VENUE	AUDIENCE

GROUPS YOU BELONG TO THAT HAVE TAKEN AN INTEREST IN YOUR WORK

ONLINE COMMUNITIES THAT HAVE TAKEN AN INTEREST IN YOUR WORK

PUBLICATIONS THAT YOU'VE CONTRIBUTED TO OR HAVE FEATURED YOUR WORK

INFLUENTIAL SCHOLARS, CRITICS, JOURNALISTS, OR PUBLIC FIGURES WHO HAVE TAKEN AN INTEREST IN YOUR WORK

COURSES THAT HAVE ADOPTED YOUR WORK

COURSE TITLE	DEPARTMENT	COURSE LEVEL

BASED ON THE ABOVE ANSWERS, CAN YOU IDENTIFY TRENDS IN THE TYPES OF READERS YOU SEEM TO BE REACHING WITH YOUR WORK?

STEP 8

STATE YOUR BOOK'S THESIS

IMAGINE ONE CHANGE IN THE WORLD THAT MIGHT COME ABOUT AS A RESULT OF YOUR RESEARCH? WHAT ARGUMENT, IF MADE CONVINCINGLY, WOULD PROMPT THAT CHANGE?

IMAGINE ONE THING YOU HOPE SCHOLARS WILL NEVER AGAIN THINK, SAY, OR WRITE ABOUT YOUR TOPIC. WHAT ARGUMENT WOULD CONVINC THEM NOT TO BELIEVE THIS THING?

IMAGINE YOU CAN ONLY LEAVE YOUR READER WITH ONE LESSON TO TAKE AWAY FROM YOUR RESEARCH. WHAT WOULD IT BE?

THINK ABOUT THE THING YOU LEARNED DURING YOUR RESEARCH THAT MOST CHANGED YOUR THINKING ABOUT YOUR SUBJECT MATTER. HOW DO YOU EXPLAIN THAT THING?

If your book contains multiple arguments and you're not sure which should be the main thesis, write them out here and think about how you might nest and prioritize them. Cutting out the boxes and physically rearranging them might help.

WHICH ARGUMENT DO YOU THINK COULD BE THE MAIN THESIS THAT DRIVES YOUR BOOK?

STEP 9

DISTILL A ONE-LINER FOR YOUR BOOK

Check out some of the book webpages from your target publisher(s). Notice which one-liners do a good job of grabbing your attention and making you want to know more about the book. Write your favorites down here for inspiration.

NOW WRITE A ONE-LINER TO CAPTURE YOUR BOOK'S APPROACH TO ITS TOPIC OR THE MAIN CLAIM YOUR BOOK IS MAKING

STEP 10

DRAFT A PROJECT DESCRIPTION

HOOK THAT ILLUSTRATES THE BOOK'S BIG TAKEAWAY

STATEMENT OF THE BOOK'S CORE ARGUMENT AND CONCLUSIONS

WHAT'S AT STAKE? WHY SHOULD YOUR FINDINGS MATTER AND TO WHOM?

HOW DOES YOUR ARGUMENT CONTRIBUTE TO OR INTERVENE IN SCHOLARLY CONVERSATIONS?

BROAD DESCRIPTION OF YOUR EVIDENCE AND METHODS

GENERAL STRUCTURE AND ARC OF THE BOOK

YOUR TARGET AUDIENCE AND WHY THEY'LL FIND THE BOOK USEFUL

STEP 11

SUMMARIZE YOUR BOOK'S CHAPTERS

WORKING TITLE	
TOPIC	
ARGUMENT OR POINT OF THE CHAPTER	
OBJECTS AND METHODS OF ANALYSIS (IF A BODY CHAPTER)	
HOW CHAPTER RELATES TO THE BOOK'S MAIN THESIS AND FITS INTO BOOK'S OVERALL ARC	

WORKING TITLE	
TOPIC	
ARGUMENT OR POINT OF THE CHAPTER	
OBJECTS AND METHODS OF ANALYSIS (IF A BODY CHAPTER)	
HOW CHAPTER RELATES TO THE BOOK'S MAIN THESIS AND FITS INTO BOOK'S OVERALL ARC	

Print as many copies of this worksheet as you need to summarize all your book's components

STEP 12

COME UP WITH WORKING TITLES

MAJOR KEYWORDS AND CONCEPTS DEVELOPED IN YOUR BOOK/CHAPTER

TRY DIFFERENT PERMUTATIONS OF THE ABOVE TERMS AND WRITE YOUR BEST BOOK/CHAPTER TITLE IDEAS BELOW

<hr/>
<hr/>
<hr/>
<hr/>

Run these titles past other people to see what feels most intriguing and inviting to them. You can print more copies of this worksheet and repeat this process for all your chapters.

STEP 14

WRITE AN AUTHOR BIOGRAPHY

CURRENT POSITION _____

PHD INSTITUTION (IF APPLICABLE) _____

RELEVANT PREVIOUS POSITIONS

PREVIOUS BOOKS PUBLISHED OR CONTRIBUTED TO

TITLE	PUBLISHER

VENUES WHERE YOU HAVE PUBLISHED MAJOR ARTICLES OR OP-EDS

VENUES OF MAJOR TALKS GIVEN

MAJOR COMPETITIVE AWARDS WON

MEDIA APPEARANCES OR RECOGNITION FOR YOUR RESEARCH

ONLINE VENUES WHERE YOU HAVE ACCESS TO POTENTIAL READERS

PLATFORM (BLOG, NEWSLETTER, SOCIAL MEDIA SITE)

SIZE OF READERSHIP

PLATFORM (BLOG, NEWSLETTER, SOCIAL MEDIA SITE)	SIZE OF READERSHIP

STEP 17

PREPARE TO CONNECT WITH EDITORS

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
DATE CONTACTED	
REQUEST MADE	
OUTCOME / PLANNED FOLLOW-UP	

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
DATE CONTACTED	
REQUEST MADE	
OUTCOME / PLANNED FOLLOW-UP	

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
DATE CONTACTED	
REQUEST MADE	
OUTCOME / PLANNED FOLLOW-UP	

STEP 18

SUBMIT YOUR PROPOSAL

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
PRESS'S SUBMISSION REQUIREMENTS	
DATE SUBMITTED	
OUTCOME / PLANNED FOLLOW-UP	

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
PRESS'S SUBMISSION REQUIREMENTS	
DATE SUBMITTED	
OUTCOME / PLANNED FOLLOW-UP	

PUBLISHER	
EDITOR'S NAME & EMAIL ADDRESS	
PRESS'S SUBMISSION REQUIREMENTS	
DATE SUBMITTED	
OUTCOME / PLANNED FOLLOW-UP	

STEP 19

RESPOND TO YOUR READER REPORTS

POSITIVE TAKEAWAYS AND CONTRIBUTIONS IDENTIFIED BY REVIEWERS

MAJOR AREA OF REVISION 1

SUMMARY OF REVIEWER COMMENTS

PLAN FOR EXECUTING REVISIONS

MAJOR AREA OF REVISION 2

SUMMARY OF REVIEWER COMMENTS

PLAN FOR EXECUTING REVISIONS

MAJOR AREA OF REVISION 3

SUMMARY OF REVIEWER COMMENTS

PLAN FOR EXECUTING REVISIONS

MAJOR AREA OF REVISION 4

SUMMARY OF REVIEWER COMMENTS

PLAN FOR EXECUTING REVISIONS

MISCELLANEOUS ITEMS & OTHER REVISION PLANS

SUMMARY OF REVIEWER COMMENTS

PLAN FOR EXECUTING REVISIONS

TIMELINE FOR REVISIONS (MONTH & YEAR OF COMPLETION)

STEP 20

GET A HEAD START ON YOUR PROMOTION EFFORTS

PROMINENT PEOPLE WHO MIGHT PROVIDE ENDORSEMENTS

COVER COPY (250-WORD SUMMARY OF THE BOOK)

ONE-LINER

KEYWORDS OR SEARCH TERMS THAT WILL HELP PEOPLE FIND YOUR BOOK

MAIN AND SECONDARY AUDIENCES FOR THE BOOK

COURSES THE BOOK COULD WORK IN

COURSE TITLE	COURSE LEVEL

FEATURES THAT MAKE THE BOOK APPEALING TO COURSE INSTRUCTORS

JOURNALISTS OR OTHER PUBLIC WRITERS WHO KNOW YOU/YOUR WORK

PUBLICATIONS IN YOUR FIELD THAT MIGHT COVER OR REVIEW YOUR BOOK

ONLINE VENUES THAT MIGHT COVER YOUR BOOK

PODCASTS AND OTHER MEDIA OUTLETS THAT MIGHT COVER YOUR BOOK

CONTACT INFO FOR RELEVANT PR PEOPLE AT YOUR INSTITUTION(S)

MAJOR CONFERENCES YOU'LL ATTEND THE YEAR OF YOUR BOOK'S RELEASE

TALKS OR OTHER PUBLIC APPEARANCES YOU EXPECT TO MAKE THAT YEAR

AWARDS THAT YOUR BOOK COULD BE SUBMITTED FOR
