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âçts and
worldmākīng**

PUBLISHING PROPOSAL FORM

I. CONTRIBUTOR DETAILS

Name(s):

Affiliation(s) (respectively):

Work addresse(s):

Telephone:

E-mail:

Social handles, website and any statistics:

II. THE PROPOSAL

Proposed Title:

Format: (Volume/Article/Chapter/Section/Other)

Brief summary:

Aims and scope:

(A more detailed explanation of the proposed book, including aims, underpinning research and methodology)

1) Background:

2) Aims: (please provide an overview and bullet points)

3) Scope:

(For edited collections, include a list of contributors and their affiliations and, importantly, explain your selection process for contributors and topics covered; please also provide summaries of example chapters or sections, approx. 400 words each):

Criteria for Inclusion

Provisional Contributors: see above; range of education-based and community-based projects; national (UK) and international in scope both geographically and linguistically

Examples of Work to be included

Provisional Contents (Add sections with a short summary)

Elevator pitch: (No more than three sentences)

Proposed Back Cover copy

Please write a brief description that would ideally appear on the back cover and sell it well to the target audience. You should cover what the book sets out to do for the reader, why will it be interesting or compelling to them and what you have to say that's original. Include the Unique Selling Points (USPs). Please address your pitch to a target reader, and it's a good idea to start by addressing this: What important problem or question is your book the best answer to? The more you are able to capture why that problem is important to the reader; the better your answer is likely to be.

III. MARKET AND COMPETITION

How does your proposed book build on the work of others and contribute to current debates in the field?

What are your proposed book's strengths or unique selling points?

Who is the intended market for the book? Try to address the following points.

- *Who would this book appeal to?*
- *What is the likely level of their previous knowledge of the subject?*
- *What is the motivation for their interest in reading this book?*
- *What are their demographics (age group, education, etc)?*
- *Where are they?*
- *How many are there?*
- *What needs do they have that this book fulfils?*

Is this subject taught in any institution? University? If so, please list?

Are there any competing books? (Please provide title, publication date, author, publisher, and ISBNs)

Describe any secondary markets for your book (for example, any professional or student market):

What can you do to make this book a success in terms of promotion?

What would you like to see the publisher do to make this course a success in terms of marketing, sales and publicity?

What terms or keywords would customers be most likely to use when searching for a book on this subject online?

IV. LENGTH, ILLUSTRATIONS AND SUBMISSION DATE

What is your ideal total word length?

(Please include contents, acknowledgements, references, bibliography and captions – everything except the index. If it is an edited collection, how long is each essay/chapter/contribution?)

Do you require illustrations, tables, graphs or diagrams?

(If yes, how many?)

What is your proposed submission date for completion of the manuscript?

List of recent publications (inc. any forthcoming publications):

Brief education / employment history:

Also for future proposals include, for example: Is this work under consideration elsewhere? Has it previously been considered by another publisher? Does any part of your proposed work appear in in other publications (in print or online)? Please outline why you have chosen to submit your proposal to this book series?
