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*How to*  
**Prepare  
a Book  
Proposal**

 **Routledge**  
Taylor & Francis Group

## When putting together a proposal, keep the following questions in mind:

### What is the Book About?

In several paragraphs, describe the work, including its scope, approach, rationale, and (if appropriate) plan for pedagogy.

### Who will Read/Use it?

Are you writing to scholars, educators, students, or professionals? Will it be a reference book, a textbook, or a scholarly work? Keep in mind that different audiences have varying abilities and expectations, and you should develop the book to meet the needs of your intended readers.

### What else is out There?

Consider the existing books in this field and discuss their strengths and weaknesses. Describe how your book will be similar to, as well as different from, the competition, in style, approach, and topical coverage. What will make this book so compelling that someone will want to buy it, recommend it, or adopt it?

### Will you Need to Clear any Permissions?

Be sure to consider what will be required beyond the actual writing, as these components will have a financial consideration that the publisher will need to take into account.

### Additional Extras

Will the book need supplemental materials or a companion website to keep it current? Do you plan to provide materials for instructors (workbook, data sets, instructor's manual) to accompany the book? How often will you need to update the book to keep the information current and relevant to readers?

### What is the Status of the Book?

Include your planned schedule for completing the project – and be sure to give yourself extra time, especially if you will need to do research to write the book! If you have already completed part or all of the book, send sample chapters with the proposal.

Most publishers include proposal guidelines on their websites, so make sure that you are including the information requested by a specific publisher before you submit your proposal. Send the proposal to an individual editor – these people are usually at conferences, and are often listed on publisher websites or in catalogs. They can also be found through a call to a publisher. Take a look at the guidelines here for more information: <http://www.routledge.com/info/authors/>

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