



## STEP 2

# EVALUATE YOUR TARGET PRESSES

PUBLISHER	
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

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### POTENTIAL ACQUISITIONS EDITORS AND SERIES EDITORS

EDITOR NAME

EDITOR CONTACT INFO

### REASONS WHY YOUR BOOK IS A GOOD FIT

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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?

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

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WHY DO YOUR RESEARCH FINDINGS MATTER?

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

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**HOW DID YOU CONDUCT THE RESEARCH FOR THIS BOOK?**

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

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**WHAT DOES THIS BOOK ADD TO CURRENT CONVERSATIONS?**

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**WHAT MAKES THIS BOOK SPECIAL?**

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**WHY ARE YOU THE RIGHT PERSON TO WRITE THIS BOOK?**

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

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# 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

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### YOUR BOOK'S TOPIC, APPROACH, AND THESIS

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### YOUR BOOK'S CONTENTS AND CONTRIBUTION, METHODS, ARC

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

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

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**YOUR CREDENTIALS TO WRITE THE BOOK**

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

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# STEP 6

## COLLECT A LIST OF COMP TITLES

TITLE	AUTHOR	YEAR	PUBLISHER
_____			
THE OTHER BOOK'S TOPIC AND APPROACH (BROADLY DESCRIBED)			
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_____			
HOW YOUR BOOK COMPLEMENTS THE OTHER BOOK OR OFFERS AN ALTERNATIVE			
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_____			

TITLE	AUTHOR	YEAR	PUBLISHER
_____			
THE OTHER BOOK'S TOPIC AND APPROACH (BROADLY DESCRIBED)			
_____			
_____			
HOW YOUR BOOK COMPLEMENTS THE OTHER BOOK OR OFFERS AN ALTERNATIVE			
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_____			

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?**

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

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

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

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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

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### STATEMENT OF THE BOOK'S CORE ARGUMENT AND CONCLUSIONS

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

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

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**BROAD DESCRIPTION OF YOUR EVIDENCE AND METHODS**

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**GENERAL STRUCTURE AND ARC OF THE BOOK**

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

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# STEP 11

## SUMMARIZE YOUR BOOK'S CHAPTERS

<b>WORKING TITLE</b>	
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	

<b>WORKING TITLE</b>	
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


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


# STEP 17

## PREPARE TO CONNECT WITH EDITORS

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

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

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

# STEP 18

## SUBMIT YOUR PROPOSAL

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

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

<b>PUBLISHER</b>	
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

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### 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 &amp; 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)

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### ONE-LINER

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**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**
