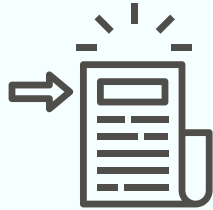


KEY COMPONENTS OF A SCHOLARLY BOOK PROPOSAL

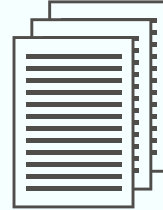
Every press has their own requirements and format but most will ask for these items in one form or another



WORKING TITLE

- Grabs an editor's attention
- Communicates what you think is most important in your book
- Demonstrates that you have a handle on your book's contribution and argument

PROJECT DESCRIPTION/ OVERVIEW



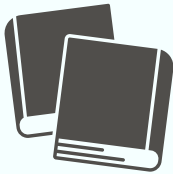
- Makes the main case for your book to all publishing staff and peer reviewers
- Shows editors how you write and how you are approaching your book

INTENDED AUDIENCES

- Particularly important for marketing and sales staff
- Makes a case for fit between book and press



COMPARABLE BOOKS



- Also important for marketing and sales staff
- Helps an editor get a handle on your vision through reference points
- Your list makes a case for fit between book and press

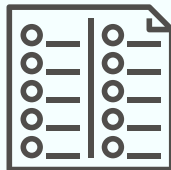
TABLE OF CONTENTS AND CHAPTER SUMMARIES



- Particularly important for peer reviewers
- Proves that the project needs to be a book and is well conceived

MANUSCRIPT SPECIFICATIONS

- Important for production planning
- Editor will use your specs to make profit and loss calculations
- May matter for marketing too



MANUSCRIPT STATUS

- Helps editor plan for peer review
- Helps publisher plan for production and release date, alongside other projects

AUTHOR INFO

- Relevant for peer reviewers who may be asked to comment on your qualifications
- Gives publicity staff a sense of your platform
- Some presses will ask for a CV too



WRITING SAMPLES



- Show editors and peer reviewers your writing style
- Provide material from book for peer reviewers to evaluate

A press's proposal submission guidelines might use different terms for these same components. See [THE BOOK PROPOSAL BOOK](#) for more on how to craft each component.