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Proposal Guidelines

The ideal proposal would contain the following elements, plus background attachments as necessary.

# Project Description​

Provide a brief (300 words or less) overall description of the project, including its subject, scope, content, and approach. State what is distinctive and compelling about the project. If proposing a textbook, please also provide the course(s) for which your book would be a primary text. Or, if intended as a supplementary or recommended text, the types of courses it would support.

# 2. Intended Market

Note who you are writing to (use job titles if possible) and why they need this work.

# 3. Authorship

Include a one-paragraph biography describing the credentials of each of the authors/editors of the work, highlighting editing, writing, and other relevant experience. Also include a curriculum vitae/resume for each member of the author team.

# 4. Competition

Compile brief notes on the major print and electronic resources that address your topic or a large part of it. Note the features that distinguish your project and give it a market advantage (for example, size, authority, timeliness, approach, or style).

# 5. Distinctive and Compelling Features​

Please list at least three distinctive and compelling features of your work and how they will benefit readers.

# 6. Preliminary Table of Contents or Main Topic Outline​

Provide an outline of the major topics or a detailed preliminary table of contents.

# 7. Length of Manuscript​

Note the projected length of the work in word count or double-spaced manuscript pages (at 275 words per double-spaced page). Also describe the type and approximate number of figures and/ or tables you plan to include.

# 8. Schedule for Completion

Provide a timetable of the major phases of the project and a realistic date of project completion. Allow ample time for illustrations and materials borrowed with permission to be gathered, edited, revised, and reviewed.

# 9. Writing Sample. ​

Submit a sample chapter of the proposed work or an article representative of the writing style for the proposed work.

# 10. Special Considerations. ​

Note any copyrighted material that you plan to include e.g., illustrations, permissions, etc.

ALA Editions | ALA Neal-Schuman will also consider completed manuscripts, but please query before sending them. Send proposals and queries to the appropriate editor below and allow six to eight weeks for evaluation.