Submitting a Book Proposal

Guidelines for Authors

**for**

**The Routledge-ATTW Series on**

**Technical and Professional Communication**

The proposal is the first step in developing a project for the Routledge-ATTW Series on Technical and Professional Communication. In preparing your proposal, please keep in mind that the ATTW series editor and the publisher need to know as much as possible about your planned book, including its scope, its intended audience, organizational structure, and the ways in which the publisher can best promote the volume to the intended readers. The proposal will serve to make the case that you can write with authority, accuracy, and clarity, and that you can present what you have to say in a way that will be of interest and of relevance to your intended readers, and that it is also appropriate for the series.

Before spending a significant amount of time and energy completing the formal proposal, however, we encourage you to contact the Series Editor, Tharon Howard ([tharon@clemson.edu](mailto:tharon@clemson.edu)), to make sure that your proposed book is consistent with the purposes and audiences for the Series. Tharon can also assist you with the preparation of the formal proposal. Just send Tharon the “Statement of Aims” section described below.

**Title of proposal:**

**Author:  
Address/Affiliation:**

**Email:**

**Phone:**

#### [Statement of Aims](#_3._Table_of)

#### Definition of the Market

#### [Table of Contents](#_3._Table_of)/Chapter Synopses

#### Selling Points

#### Distinctive Features

#### Textbook Suitability

#### Professional Readership

#### Institutional Support

#### [Length and Schedule](#_5._Length_and)

#### [Review of Competition](#_7._Competition)

#### Potential Reviewers

# *Materials to Include*

**Thank you for considering Routledge as a potential publisher for your work. The guidelines below are intended to clarify what your proposal is about, who it is for, and why it’s different from existing books or other sources of information on the market. Please fill out the guidelines in their entirety and provide all requested materials. Feel free to get in touch if you have any questions as you prepare these materials.**

*When completed, please email this form to:*

**Tharon Howard**

**Series Editor – ATTW**

[**tharon@clemson.edu**](mailto:tharon@clemson.edu)

# 1. Statement of Aims

Please provide a 250 word summary of the book such as might appear on the book jacket, written in accessible language. Include:

1. what is your book about, what is its main purpose and your reasons for writing it
2. a broad description of its scope and contents
3. the main themes and objectives.

# 2. Definition of the market

In answering these questions, consider the market in the UK, Europe, North America, and the rest of the world and indicate whether any particular countries will be especially strong (or weak) markets for the book.

* Please identify the most likely readers, and explain why they would want to use your proposed book.
* Under which subject areas would you anticipate your book being listed? In which section of a book shop would you expect to find it?
* Would this subject have international appeal outside your home country? If so, where and why?

# 3. Table of Contents & Chapter Synopses

Please list working chapter headings and provide a short paragraph of explanation on what you (or your contributors) intend to cover in each chapter. Please include details of geographic range of content, case studies and illustrations (where relevant).

**4.Selling Points**

Why do you feel your proposal is distinctive? Please highlight at least *four* distinctive features or commercial ‘selling points’ that distinguish your book.

# 5. Teaching Features

Please list any pedagogical features you plan to include in the book with a brief explanation of what they are trying to achieve, such as chapter summaries, discussion questions, exercises, glossary, bibliography, annotated further reading lists.

# 6. Textbook Suitability

Textbooks are those books which cover all or most areas of a taught course or module within a course. They can be suitable for vocational education, undergraduate, or graduate courses. In some instances books may be suitable for use as a textbook and for a professional readership.

* Does your book have potential to be used as a textbook in a course? If so, at what level?
* Will it be written specifically in order to be used as a course textbook?
* If your book is not a core textbook, but may be supplementary reading for a course, please list the sorts of courses for which it is likely to be recommended.
* Please include detail of whether you are planning to supplement the book with online resources for lecturers and students. Please include details of the features you could include such as Powerpoint slides, testbanks, links to websites.

# 7. Professional Suitability

If your book is likely to have a professional, industrial or institutional readership, please list the likely job titles of these readers and the type of organisation or institution in which in which they will be found, as well as relevant professional conferences where these readers would be reached.

# 8. Institutional Support

Has the writing/work been supported by any outside or institutional body? If so, please describe the body and its role in the project.

Is there any institutional support, or other prospects, available for discounted bulk purchases of the book?

# 9. Length and Schedule

We will need initial estimates of the word and image counts so that we can estimate the book’s specifications and budget>

About how many words will the manuscript have, including all frontmatter, chapters, notes, bibliography, and captions?

**\***If you plan to include material in your final manuscript from other published sources, for which you do not hold copyright (such materials can include photographs, illustrations, figures or *extensive* sections of text) you will need to provide us with preliminary details as part of your proposal. *It is an author's responsibility to apply for permission to use copyrighted material. If you have any queries or concerns about this responsibility, please do speak to your commissioning editor.*

How many tables, photographs and diagrams will it have?

1. Line drawings:
2. Halftones (black and white photographs):
3. Tables:
4. Color Images:

At this stage, when do you anticipate being ready to deliver the final manuscript?

# 10. Review of Competition

It is important that you are aware of your book’s place in the existing literature. Please list books here which are either directly in competition with your book or else could be considered to be related in some way. If you see no direct competitor, it is worth listing those books already being bought by your intended audience. Please list the book’s details and provide a brief analysis of the strengths and weaknesses of the book and explanation of the ways in which your proposed book will improve upon or be different to the competing / related title. Please also consider whether your intended readership can get the information from a non-book source – journals, websites, and so on.

**Competing/Related Titles**

Title

Author

Publisher

ISBN

Date

List Price (not Amazon’s price)

**Routledge titles closest to your title**

Title

Author

Publisher

ISBN

Date

List Price (not Amazon’s price)

# 11. Potential Reviewers

Please give the names and addresses of at least three people (no two at the same school or institution) who would be able to assess your proposal and advise us on it. Taken together they should provide as wide an overview of your proposal as possible. Please be sure to pick experts on your topic as well as representatives of your target audience. It is best if the individuals are uninvolved with your project or your research and are outside of your personal circle.

# 12. Materials to Include

Along with the completed proposal guidelines please include:

1. A sample chapter of roughly 5,000 words.
2. Full CV for all authors or editors.