Author’s Book Proposal | Template

## An Introduction from Open University Press

Dear Author,

This document provides a template for your book proposal to Open University Press (OpenUP). Please complete each section as fully as possible so that we can have a comprehensive understanding of the aims, content, structure and market for your proposed book.

If you have any questions regarding the template, do not hesitate to contact your editor at OpenUP. We will be happy to offer further guidance. On submission, your proposal will be read by the appropriate editor who will, if necessary, discuss it with colleagues and/or send it for review by one or more external advisers chosen by us for their specialist and/or market expertise.

We are committed to making publishing decisions as swiftly as possible. However, obtaining reviews does take time and if there are any circumstances we should bear in mind from the point of view of timing, please let us know.

We ask for sole consideration of the project while it is under review – or notification from you should you already have submitted this proposal to another publisher.

Yours gratefully,

The **Open University Press** Team

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## 1 Overview of the Book

**Authors’ Names**

Click or tap here to enter text.

**Authors’ Contact Details (please include all of the following information, where applicable). Include details of any social media activity you use to promote your work, e.g. blogs, personal websites, use of Twitter, LinkedIn or Facebook, etc.**

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| --- | --- | --- | --- | --- |
| Name | Email Address | Mobile or Telephone Number | Social Media Account | Website URL |
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**Book Title**

Click or tap here to enter text.

**Book Subtitle (if applicable)**

Click or tap here to enter text.

**Please tick the option that best describes your work**  
Single/multi-authored work   
Edited collection

## 2 Authorship

**Provide a brief biography of each author and, if relevant, each contributor (please include all of the following information, where applicable, as well as any personal or professional information relevant to this publication, e.g. previous books, related teaching/research experience).**

**Author or Contributor Name:  
Current Occupation(s):  
Affiliations:  
Qualifications:  
Relevant Previous Occupation(s):**

## 3 Outline of the Book

### 3.1 Synopsis

#### 3.1.1 Detailed

**What is your book about and what is its aim? Be as specific and clear as possible.**

Click or tap here to enter text.

#### 3.1.2 Soundbite

**Provide 150—250 words about your book that could be included in the blurb or to help us position your book.**

Click or tap here to enter text.

### 3.2 Approach

**Outline how your plan for the book has developed (e.g. is it based on your teaching? Is it based on a CPD course that you run?)**

Click or tap here to enter text.

### 3.3 Features

**What aspects of your proposal would you emphasize as making your book distinctive, including both additions and omissions?**

Click or tap here to enter text.

## 4 Your Book in Depth

### 4.1 Structure

**Describe the overall structure of your proposed book, making clear how each part will fit together.**

Click or tap here to enter text.

### 4.2 Table of Contents

**Outline the proposed table of contents and include short chapter abstracts and details of estimated word count**

**4.3 Pedagogy**

**Estimate of the number of figures to be included in the book.**

Click or tap here to enter text.

**What pedagogical resources or features do you intend to use in your book?**

Boxes   
Case Studies   
Examples   
Figures   
Short Vignettes   
Tables

**Other features (please describe):**

*Please indicate approximately how many of each of the above pedagogical features you anticipate you will include (i.e. roughly how many per chapter, then multiply by number of chapters)*

Click or tap here to enter text.

### 4.4 Permissions

**Please note that we require the ability to publish and sell the work in print and digital formats in all world regions and you will need to ensure that all relevant permissions are cleared using the approved McGraw-Hill permissions licensing form in order to proceed with publication.**

#### 4.4.1 Reuse of previous publications of your own work

**Will any of your work included in this manuscript have been published previously? This might include (either in their entirety or in significant sections) journal articles, working papers, chapters in edited collections, etc.**

Click or tap here to enter text.

#### 4.4.2 Third-party material

**Seeking permission from copyright holders can be very time consuming and expensive.** We therefore recommend that you keep to a minimum the inclusion of third-party material (such as tables, figures, illustrations, photographs, quotations, and epigraphs). If you cannot avoid including such material please be aware that, unless otherwise agreed with your editor, it will be your responsibility to obtain permission to use the material in print and online using the approved McGraw-Hill permissions licensing form.

**Please advise whether you intend to include third party material and supply details.**

Click or tap here to enter text.

## 5 Market of the Book

### 5.1 Readership

#### 5.1.1 Target Market

**What is the target market for your book? Select all that apply.**

UG Students   
PG Students  
Academics or Lecturers   
Professionals or Practitioners   
Other

**If ‘Other’, please specify here:** Click or tap here to enter text.

**If your market is more than one of the above, rank the options (1 = primary market; 2 = secondary market …).**

Click or tap here to enter text.

**In your own words, what is the target market for your book? Be specific and provide enrolment numbers, where possible.**

Click or tap here to enter text.

**Is your book a core or primary text, supplementary or secondary text, practitioner text, reference only text, or a general trade text?**

Primary   
Secondary  
Practitioner   
Reference Only   
General trade

#### 5.1.2 Level of the Reader

**In your own words, what level of ability is assumed of the reader and to what level does the book take the reader?**

Click or tap here to enter text.

#### 5.1.3 Courses

**If applicable, for what courses, whether university- (i.e. modules and degree courses) or professionally-based (i.e. training and CPD), would your book be suitable?**

Click or tap here to enter text.

### 5.2 Competition

#### 5.2.1 Existing Books

**Please identify three existing books in this area with which your book would compete.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Author | Title | Edition | Publication Date | ISBN |
| Book 1 | | | | |
| Click or tap here to enter text. | Click or tap here to enter text. | Choose the edition number. | Click or tap to enter a date. | Click or tap here to enter text. |
| Book 2 | | | | |
| Click or tap here to enter text. | Click or tap here to enter text. | Choose the edition number. | Click or tap to enter a date. | Click or tap here to enter text. |
| Book 3 | | | | |
| Click or tap here to enter text. | Click or tap here to enter text. | Choose the edition number. | Click or tap to enter a date. | Click or tap here to enter text. |

#### 5.2.2 Competitive Advantage

**How does your book compare with these existing books and what gives it its competitive edge?**

|  |
| --- |
| Book 1 |
| Click or tap here to enter text. |
| Book 2 |
| Click or tap here to enter text. |
| Book 3 |
| Click or tap here to enter text. |

## 6 Marketing and Promotion

### 6.1 Networks and platforms

**How do you propose to use your profile and networks to reach the market? Please provide as much detail as possible.**

Click or tap here to enter text.

**What networks are you a member of and how many members do they have?**

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

**Do you have any organisations/bodies who have agreed to help market the book to their members?**

Click or tap here to enter text.

**Are there any relevant industry conferences where this book can be promoted? If so, please provide details and numbers of delegates where possible**

Click or tap here to enter text.

**Do you use social media or have a website? Please details the number of followers.**

Click or tap here to enter text.

**What are your platforms to reach beyond the academic community?**

Click or tap here to enter text.

### 6.2 Keywords

**Please suggest 5–6 keywords, or Google search terms, that people would use if they were looking for the information contained in the book.**

Click or tap here to enter text.

## 7 Schedule

### 7.1 Proposal

**Outline the proposed schedule to which you envisage working.**

**We recommend the following milestones, but there is a free text option below.**

**Sample chapter submission date:** Click or tap here to enter text.

**Submission of draft manuscript date (we advise a minimum of 2 months before the final delivery date to allow for in-house editorial checks and clearance read feedback from a subject matter expert):** Click or tap here to enter text.

**Submission of complete manuscript date:** Click or tap here to enter text.

Click or tap here to enter text.

### 7.2 Availability

**Is there anything that may affect your availability in the 3—5 months post-submission of the complete manuscript? If this is personal and you would prefer not to share details, please just enter ‘Personal’.**

Click or tap here to enter text.

## 8 Next Steps

**Please provide names and affiliations of 3-5 experts in your area who are well-positioned to evaluate the project and offer feedback. Please note that we consider these suggestions and we may not necessarily use them.**

The next step for your book proposal, if it is accepted by your OpenUP editor, is to submit it for review by relevant professionals in the field. The peer review system is an integral part of the book submission and evaluation process. We engage in a collaborative refereeing process which ensures that the work submitted is evaluated and commented upon by independent experts within the relevant field(s). The feedback is then shared with the author.

Please provide the details of people whom you regard as suitably qualified to comment on the proposal. Please include a short description of their expertise in the field to explain why they should be contacted for the purpose and whether you have contacted them for this role. We ask that the names submitted be unbiased and do not include colleagues in your department, from your thesis committee, or that have served in an advisory capacity to you or the project in the past.

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| Name | Affiliation | Email Address | Contacted? |
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## 9 YOUR FEEDBACK

**Why did you choose to submit your proposal to Open University Press?**

## THANK YOU!