

## **PROSPECTUS**

A prospectus should give a convincing rationale for the project, a strategic plan for its development, and a clear focus on its targeted market. You should explain why you want to undertake the project and address these questions:

### **1. THE MARKET**

What is the market for which your project is intended?

What is the level (freshman, sophomore, junior, senior, graduate/medical/professional)?

Which courses would be the most likely targets?

What kind of students take the course? Are they primarily majors, non-majors, or both?

What is the length of the target course?

What trends (changes in enrollments, course content, or use of pedagogical/ancillary materials) are likely to affect the development and marketing of your project?

What are the prerequisites of the course?

Are there additional markets (library, trade, professional) for your project?

### **2. THE COMPETITION**

What are the major competitors?

What are their strengths and weaknesses, including analysis of their student and instructor resources?

How do you propose to address them in your book?

### **3. THE CONTENTS**

How will your book's coverage be similar to and different from that of major competitors?

What distinctive approaches to topic coverage will your project have?

What approaches will your text share with current market leaders?

What plans do you have for the front matter and back matter?

#### **4. THE FORMAT**

What is the project's projected length: In printed pages? In manuscript (double-spaced, 8 1/2 x 11 paper) pages?

What are your plans for the art program—photographs and line drawings?

Are there special design considerations?

What software do you plan to use to prepare your manuscript?

#### **5. THE PEDAGOGY**

Do you plan to use a specific teaching strategy or pedagogical approach?

How will it be implemented?

What innovations and competitive advantages does it offer?

What features—boxes, cases, readings, photo essays or other pedagogical elements—do you plan?

#### **6. SUPPLEMENTS**

What ancillary materials for instructors and students do you plan to accompany your text?

How will the ancillary package differ from those offered by key competitors?

#### **7. THE SCHEDULE**

What is your schedule for completion of an initial draft manuscript?

When do you anticipate delivering completed production-ready manuscript?

#### **8. SPECIAL CONSIDERATION**

Are there special considerations—in development (for example, market research, use of consultants), production, or marketing strategy—that we should take into account when evaluating your project?

## **ANNOTATED TABLE OF CONTENTS**

Please provide a table of contents for the project. Describe the coverage of each chapter, citing topics that will be unique to your book. An annotated table of contents will enable us to understand the organizational logic and pedagogical structure.

## **SAMPLE CHAPTERS AND LECTURE NOTES**

Sample chapters are the heart of the complete proposal. While the proposal and annotated table of contents reveal the thinking behind your conception of the book, the draft chapters will demonstrate their execution. If your book is based on lecture notes, please include them. We also would like to see all artwork that relates to the text.

## **VITA**

What are your credentials: teaching and research experience, degrees and affiliations, prior publications, special qualifications, awards?