

CREATING YOUR PROPOSAL

Your proposal will be Springer's first glimpse into the merits and scope of your idea. It will allow a full understanding of what information you hope to publish and what markets will be interested in your conclusions. In this way, Springer is better equipped to decide whether your project will fit into our publishing framework or not.

To ensure that all necessary information is included in your proposal, we ask specifically for the following:

1. Your Idea

- Describe your proposed project as if you were addressing your potential reader; explain its purpose, coverage, and why the reader should read this. This description may be as lengthy as necessary to give the reader a clear concept of your proposed book.
 - When writing up your proposal, please use clear and concise language and as much as possible, reduce the use of jargon. This text is not only used for the reader, but also the publishing editor, marketing and sales, who are not specialists in the field.
- Also please provide a short summary of your book project—this should be no more than 250 words or so, summing up the main idea and reason for your book project.
- Your title. Please remember that this is academic and not trade publishing. Since most research is now done online and many researchers start at search engines and retailers (such as Google and Amazon) “cute” titles will not come up in their search results. Your title should have key words and terms in it and should be succinct and to the point.

2. The Market

- Who is the intended market for your project?
- Please list a few “unique selling points” of your project. That is, state a few short phrases explaining how your book is different from other books on the market.
(ex. --addresses particular ethical concerns that face all branches of anthropology --contributions come from archaeology, anthropology, ethnic studies specialists, philosophy, and medicine--thoroughly investigates numerous case studies in Amerindian populations, such as the Ohio River Valley communities, the Mayans, and the Aztecs --includes a chapter from the perspective of an Amerindian)

3. The Competition

- What will be your major competitors in regard to the subject of your project? Please list a few books. These books may not be exactly the same as yours but include these titles and explain how your book is different.
- What are the strengths and weaknesses of these competitors?
- What is so great about your book? Please take into consideration the target market, the competitor's text, and your project plan (e.g. new material covered, currency of information, fullness of material, and organization and treatment of material). This is your chance to “toot your own horn.”

4. The Table of Contents and Organization

- Is the book authored or edited? Please name all authors or editors.
- If an edited work, approximately how many contributors will you have?

- Describe, if you can, in general, what each chapter of your book will cover.
 - Prepare a table of contents, listing prospective contributors. We understand that naming contributors at this point is only to give the Springer editor and potential reviewers an idea of the direction of the book and does not necessarily mean they have committed to the project. The structure of the table of contents will allow us and the reviewers to evaluate your organizational logic and pedagogic strategy.

5. The Format

- What is the projected length of your text – either in double-spaced manuscript pages or word length?
- How many line illustrations, photographs, tables, and mathematical display materials do you expect to include in your manuscript?

6. The Schedule

When do you anticipate delivering the complete, final, production-ready manuscript? Please include time for (if your book is edited) first drafts and final drafts of chapters. If you are interested in having the manuscript reviewed, this is up to you. Please factor in time for this as well in determining your submission schedule.

7. Special Considerations

- Are there special considerations in development, production, or marketing that Springer should take into account while evaluating your project?

8. Sample Chapters

- Send sample chapters with your proposal if available. This will help us to determine if the concept of the book will attain its potential through text development.

9. Curriculum Vitae and About the Author

- Within the proposal, please include a paragraph titled About the Author/Editor. Please see springer.com for examples. When submitting your proposal, please also submit your CV.

10. Reviewer and Consultant Suggestions

- Almost all proposals will need to be reviewed and this feedback will (hopefully) be helpful to both the Springer editor as well as yourself. Any recommendations you have regarding reviewers, authorities in the field, educators, practitioners, or specific topic experts would be welcome. Please also include their email addresses.

RETURNING YOUR COMPLETED PROPOSAL

Once all the necessary information has been compiled and is ready to be sent, please send your proposal as an email attachment to your series editor OR:

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