

Author's Proposal Questionnaire

Introduction

Your book proposal is a kind of summary that enables publishers to evaluate your project quickly and to determine their ability to market your book. Your proposal represents the promise of your book as well as important information regarding its production requirements. For this reason, one of the most important aspects of the publication process is the *Book Proposal*. Even if you are submitting a completed manuscript, you must include a detailed and compelling proposal. At Nāyikā, we have standardised the proposal evaluation process by creating a proposal form that we request authors to submit in a detailed manner. Please answer the questions in an RTF or TXT document and email or send the completed proposal form to:

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WD25 7GA.

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Fax: +44-(0)845-475-0437

Author's Contact Information

Please include the following details for all co-authors and editors:

- a) Name:
- b) Address:
- c) Phone number:
- d) Fax number:
- e) E-mail address:

Book Information

- a) Book Title:
- b) Sub-title:
- c) Type of Book (choose one):
 - Edited Volume (multiple contributors writing individual chapters, with the overall effort coordinated by the person(s) submitting this proposal)
 - Authored book (a single author or small team of authors collaborating on a book of original material)

- Textbook (an authored book intended to be used *primarily* as the main study material in an undergraduate- or graduate-level university course)
- Other (Please explain below)

Rationale

- a) Why is this book needed? [One or two paragraphs]
- b) Does your book have any outstanding features that competing books may not have?
- c) Describe the utility of your book to the reader.

Subject

- a) Describe your book's topic and coverage: [One paragraph that should be akin to an elevator pitch]
- b) Please provide a general overview of the book: [One to two paragraphs]
- c) Please provide a preliminary Table of Contents:

Intended Audience

- a) Who specifically do you think will need this book and buy it?
- b) How many such individuals or organisations do you think there are?
- c) For which professional group(s) is the book primarily written? Please identify the profession or industry, relevant job titles, and how the book will be used.
- d) What trade, business, or professional journals or magazines are most related to your book's subject?
- e) Does your book have classroom adoption possibilities? If so, would you consider it as:
 - a. An introductory textbook.
 - b. Undergraduate textbook.
 - c. Graduate textbook.
 - d. Continuing education textbook
 - e. Professional readership.

Please identify the course titles in which your book could be used.

Competition

- a) List books similar to yours in the professional/reference field. [Provide author, title, and publisher if known.]
- b) How does your book compare for each book listed in (a) above?
- c) In what ways is it superior or different? [Please be aware that existing books are used to measure the market for your book.]

Format

- a) The number of pages estimated for the book:
- b) How many total illustrations will there be in your manuscript?
- c) How many illustrations will be in an electronic format (i.e. computer-generated, line drawings or photos)?
- d) What is a realistic estimate of time needed for the completion of your manuscript?
- e) Supplemental files: will your book be accompanied by additional files (e.g., MATLAB code, source code, UML diagrams) which could be posted at the Nayika website?

Reviewers

- a) Who would you recommend to be respected in the field covered by the book, and who might review it in the proposal and manuscript stages? [Please provide their full names and email addresses. Please provide at least 5 potential reviewers.]

Biographical Data

Just as the information about your book is important, so is information about yourself [include those of your co-authors/editors].

- a) Please provide a brief sketch of your professional experience:
- b) What is your current professional position?
- c) What past experience do you have in a teaching and/or speaking, or educational capacity?
- d) Previous publications:
- e) Professional memberships:
- f) Awards or achievements:
- g) Any other information pertinent to the proposed book:

Sample Material

- a) Please provide a detailed table of contents or an outline that identifies the chapter titles and major subheadings within those chapters:
- b) Please provide a brief paragraph for each chapter outlining its contents:

What next?

Once this questionnaire is submitted, we shall get back to you within a fortnight to discuss the possibility of producing a unique book between us!