# A logo for a company Description automatically generated

The proposal for a book focuses the author’s thoughts and helps guide the publisher. While an outline deals with the contents and organization of a book, a proposal emphasizes the rationale: *why* it is being written and for *whom*. Please answer the questions in each section relevant to your particular project.

***Project Summary***

Explain the rationale for publishing the proposed book. When drafting this summary, think about the following questions and be sure that the answers to these will be clear to the reader/reviewer:

**Purpose/Summary of the Project**

Please summarize the project. What are your goals for the book? Why is there a need for a new book in this area? How will it meet the needs of your audience?

**Coverage and Approach**

What topics do you plan to include? Are there any topics that some readers might expect but that you do not plan to cover? At what level will your book be written (verbally and technically)? What aspects of your approach will most clearly distinguish your book from others currently available? What will be the theoretical and empirical bases for the book? How does your approach fit into contemporary theory, research, and application in your area of study or practice?

**Author(s)**

Will this work be single-authored, multi-authored, edited, or co-edited? What experience, background, or other qualifications do you (and any co-authors) bring to the project which make you uniquely qualified to undertake it? Please attach a current CV.

**Table of Contents**

Prepare an annotated table of contents that includes the proposed title of each chapter and a short paragraph outlining the content within the chapter. This will be of assistance during the review process, ensuring feedback not only on general concepts planned, but also on the scope, details, and organization of the content to be covered. (For edited volumes, please provide the names of prospective contributors.)

***About the Market***

**Audience**

What is the primary audience for which your book is intended: clinicians or other practitioners; researchers; students; instructors; others? What selling points would you emphasize for this market?

**Secondary Markets**  
In addition to a primary audience, is there a secondary audience who might also be interested in the book, including disciplines beyond psychology (e.g., public health, education, business, etc.)?

**Adoption Potential**

Are there courses in which your book could be used? Would it be the primary book adopted or supplemental reading? What are sample course names, and at what level are they taught? Are they taught only in psychology programs, or do they have cross-over to other departments?

**Competition**

What books already on the market cover this subject in whole or part? Which one or two will most directly compete with your proposed book? Describe the strengths and weaknesses of those books. What about these books are currently not meeting your audience’s needs? How will your book differ from these books on the market?

***ADDITIONAL INFORMATION***

**Specifications**

What book length (manuscript pages or word count) do you anticipate? What types and amounts of illustrations do you anticipate? Do you intend to include color figures? Will your readers need access to any ancillary materials (companion website, instructor or student resources, etc.)?

**Schedule**

When do you expect to have your manuscript completed in final form?

**Reviewers**

An important part of our evaluation of proposals is the peer review process. This process can be quite helpful in securing valuable feedback that often helps shape the project into the best possible book. Can you suggest experts in this field who might be appropriate to review this project?

|  |  |
| --- | --- |
| ***Name*** | ***Email Address*** |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |

As soon as we receive these details of your proposed project, we will seek external reviews. The review process generally takes at least a few weeks. If you have any queries regarding your project or regarding the review process in general, do not hesitate to contact me directly. Thank you for considering APA as your publisher!