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**Book Proposal Questionnaire**

We ask all prospective authors to complete this form. The information we seek helps us decide whether to publish your work. If we accept it for publication, the information you provide here will also help us to market your book successfully.

Please complete all relevant questions as fully as possible, using as much space as necessary. We will be most grateful for your help.

**Your name:**

**Affiliation (if any):**

**Address & contact details:**

**Proposed title and subtitle:**

**The Manuscript**

**a)** Please give a brief description of your book. This will ideally include a summary of its contents, emphasising key features. If you can develop this further, to give a synopsis or chapter breakdown, even better. Please try to give us an idea of the importance or topicality of your subject and aims.

Please also include, if possible, an estimated word count for the book and, where appropriate, a rough idea of what illustrative material you’d like to include (e.g. maps, photos). You need to be aware that, if we commission your book, you will be responsible for sourcing any illustrations, including maps, and also for clearing permission to use any that are owned by people other than yourself (and for paying any fees for use). You’re welcome to ask us for further information about this, including the various clearances needed for printed books and e-books, and the implications of including colour images/maps. Please also note that some books will need to be supported by a subvention, to underwrite publishing costs; subventions usually come from funders and we can help you to apply for them. Again, please ask for further information if required.

**IMPORTANT**: If the book you are proposing is closely related to your PhD thesis, please include a link to it in the institutional repository where it has been published. As almost all theses are freely available in such repositories now, any book based on doctoral research needs to rework the original research into a new form, to distinguish it. This presents a genuine opportunity to write an engaging and readable book based on your research. In describing your book, here, please indicate how you will reshape your PhD thesis. Get in touch with [us](http://www.uhpress.co.uk/contact-uh-press) if you would like to discuss this more informally first.

ANSWER:

**b)** Please write a draft blurb for your book which describes the book and would encourage people to buy it. Highlight any unique selling points e.g. innovative approach to subject, original research, reputation of author.

ANSWER:

**c)** What stage have you reached with your book? Please give us a realistic estimate of when you will complete it. Will you need extra time to research illustrations, or, for example, to have maps drawn? Will you need to have the book reviewed by other experts/scholars? Let us know anything which will affect the date when the manuscript could be delivered.

**(One of the most essential factors in the success of a publication is timeliness.**

We cannot overstate the importance of meeting the delivery date agreed with your publisher. Late delivery will limit the editorial time available to develop the quality and production of your work, and may force us to abandon promotional campaigns planned in advance. Our partners in the retail book trade do not look kindly on books that fail to appear at the agreed time, and late books invariably suffer in the selling process.)

ANSWER:

**Competition**

**a)** Please indicate the chief features which differentiate your book from its main competitors.

ANSWER:

**b)** Please list these competing titles, with the names of their publishers and their publication dates.

ANSWER:

**The market**

**a)** What is the main market for your book? In the case of a text book, indicate the type of course and ability level for which it is suitable, mentioning any examination for which it is specifically designed, or for which it might be useful. If possible, please estimate the number of students taking courses each year for whom the book would be; a) recommended; and b) of some relevance – in your institution, throughout the UK and worldwide if applicable.

ANSWER:

**b)** Suggested review list. Please list any newspapers or periodicals which you think would be interested in reviewing your book.

ANSWER:

**Sales promotions, publicity and reviews**

**a)** Please list any contacts among professional bodies, the press, radio and television, booksellers, or other individuals of influence to whom a copy of the book could be usefully sent.

ANSWER:

**b)** Please tell us of any conferences, seminars etc related to this subject which are due to take place in the next two years

ANSWER:

**Yourself**

**a)** Please let us have a CV, plus any other biographical details which you think might be useful.

ANSWER:

**b)** Please list any other published works (books, articles etc), works in preparation and previous contributions to television, radio, etc. if relevant.

ANSWER: