

# PREPARING A PROPOSAL

To give fair consideration to your project idea, we have to be able to understand your core concept at a glance. A Product proposal enables our team to grasp what your intentions are, and get a feel for what makes your idea special. Your proposal should effectively answer two important questions: “Why should you take the time to write this book?” and “Why should McGraw Hill want to invest in this project?”

The proposal will form the basis of internal company review, enabling our experienced managerial team to assess and discuss the potential for your project idea. It may also form the basis of material which we make available for peer review.

## DEVELOPING YOUR PRODUCT PROPOSAL

We hope that this process will assist you, the prospective author, to clarify your rationale for the project. When addressing the questions please give as much detail as possible, adding any other comments you may like to make. In addition to responding to our questions below, we also ask that you submit a copy of your current CV, along with a sample of your work (to give us a feel for your background and writing style).

### PROPOSAL OUTLINE



#### THE CONCEPT

- ▶ Working title
- ▶ Proposed subject or topic area
- ▶ Core primary market for the book
- ▶ Additional secondary markets
- ▶ Rationale: Why do you feel a local book is needed in this area?



#### THE CONTENTS

- ▶ Provide a brief synopsis (circa 250 words) outlining the book’s purpose
- ▶ Supply a draft table of contents, with detailed sub-headings if possible
- ▶ An explanation of why the text has been organised in this manner



#### OUTSTANDING FEATURES

Identify briefly what you consider to be the most distinctive or innovative attributes of your proposed book content



#### PLANNED PEDAGOGY

Consider the learning features you believe would benefit the end-user of the book. Would you like to include chapter objectives, and opening vignette or case study, key words and concepts, in-text discussion or reflection questions, chapter summaries, end-of-chapter review questions, group exercises, end of chapter case studies, references or any other useful features? If so, please list these for us



#### ARTWORK

Estimate the amount and type of visuals needed in the published book. How many illustrations (figures, tables, charts, graphs, photographs) would you ideally like to include? How many of these might appear in each chapter?



## FORMAT

- ▶ What is the projected length or word count for each chapter in your text?
- ▶ How many printed pages do you envisage for the finished product?



## SAMPLE MATERIAL

If you have already begun writing, send one or two chapters that are representative of where you are heading with the work. This will enable us to offer you some immediate and informed feedback



## SUPPLEMENTARY (OR ANCILLARY) MATERIAL

Does a book of this type require additional items on-line or on disk to support teaching and learning objectives associated with the subject area? Useful materials may include an Instructor's Manual, a Solutions Manual, Presentation Suite, Test Bank, Online Newsletters, Online Cases, Study Guide, Student Quizzing or other items



## COMPETITIVE CONTEXT

- ▶ What are the main books currently available in this field?
- ▶ Please indicate whether they are local originals, adapted or overseas titles.
- ▶ What are their strengths and weaknesses and how do you propose to address them?
- ▶ How will your book's coverage be different from that of major competitors?
- ▶ What characteristics will your text share with those texts currently available?
- ▶ What distinctive approaches to topic coverage will your project have?
- ▶ What would you see as the main three points of competitive advantage that your book would offer the marketplace?



## SCHEDULE

- ▶ When do you anticipate completion of the first draft of manuscript?
- ▶ What is your estimated delivery date for completed production-ready manuscript?



## REVIEWERS

- ▶ Has your material been class-tested, either in your own course or in any other courses taught by your colleagues? If so, please offer detail of the outcome
- ▶ Provide the contact details of three or more relevant contacts you know that may be qualified to review and comment on the merit of our proposal



## CURRICULUM VITAE

Include a copy of your current professional and academic resume, listing your relevant qualifications and any previous published work