

## Have an Idea for a Book? Tell Us about It!

### Book Proposal Submission Guidelines

#### Content information

**Concept:** In a paragraph or two, explain what your book is about, who you are writing for, and why it is important in your field. That is, what need does it fill in the field? Include a title (even if tentative) and subtitle.


**Table of contents:** Provide a detailed outline of the work, including section headings, chapter headings, subheadings and appendices. Include a brief synopsis of each chapter, clearly representing the organization of ideas in the book.

**Sample chapters:** If the manuscript is not complete, send one or two chapters that are an integral part of the work. The chapters do not have to be in sequence, but they should be representative of the content and writing style of the text as a whole. If possible, submit chapters that are particularly innovative or unique or that provide the clearest indication of your main ideas. Sample chapters should contain rough sketches, charts and a description of photographs to be included, but this material need not be in final form.

**Other information:** Note if any portion of the book has been previously published in any format.

#### Audience and market information

**Audience:** Describe the work's intended audience: Who will be interested and benefit most from your work? How will readers use your book? What kind of technical background will readers or users need?



Outstanding features: List what you consider to be the most distinctive or unique features of the work. What will it offer that previous or similar works do not? How will it contribute to the field and/or the future of educational technology? What problems can it help solve?

Market: Explain why there is a need for this book. How large is the market for this book? How do you plan to promote your book? Does the book have potential for course adoption at any level?

Competition: List any current books that your work will compete against or is similar to and discuss their specific strengths and weaknesses. Spell out how your material will be different from these competing works.

## Manuscript information

How many pages, illustrations, appendixes, etc., will the completed work have?

What is your timetable for completing the work?

What portion of the work is now complete?

## Author Information

Please provide a brief bio of the author(s), including professional credentials, prior publications (if applicable), and other relevant information. Include a CV or resume along with contact information.

**Don't be afraid to toot your horn!** Tell us why you're especially well positioned to write this book.

## Email your proposal to

David Gordon at [publishing@cast.org](mailto:publishing@cast.org)

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