

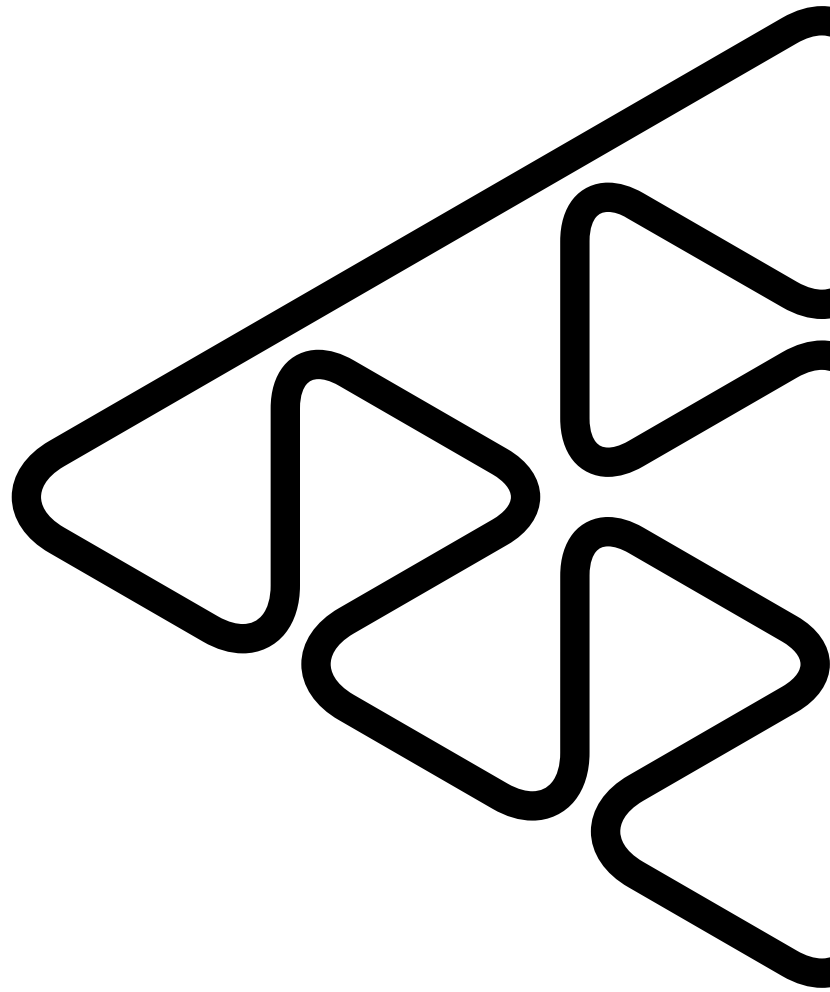
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Book Proposal Guidelines (UK)

Kogan Page Author Information

KoganPage

Book Proposal Guidelines (UK)



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How to prepare your book proposal

Thank you for considering Kogan Page in your publishing plans. These guidelines will give you an idea of why a proposal is an important part of the publishing process and will explain what the main elements should be.

Why write a proposal?

Many authors are eager to plunge into the actual writing of their book. But it's worth spending time on the proposal. It will give us a clear idea of the project you have in mind and help us to think about potential markets and how to reach them. A good proposal will also provide a solid framework for you as you work on the manuscript. The questions we ask will become a basis for the structure, content and approach for the project.

Writing a book is a major undertaking. At Kogan Page, we firmly believe that the first step towards getting your idea developed into a published project is an exciting and well-conceived proposal.

Proposal checklist

When submitting your proposal please provide the following *essential* information.

1 Biography

The most important part of the proposal is you. Please provide a *short biography* telling us about your expertise and why you should be writing this book, as well as details of your previous books. If your earlier publication wasn't with Kogan Page, please let us know the publisher and sales figures for each title. You can include a CV along with the proposal, but we'd like to see the sort of biography you'd read in a business book. Don't forget to include any relevant professional qualifications.

2 Proposed **title** and **subtitle**

We recognize that the title and subtitle of the book may change, but it's helpful to think about a title. Consider what will help sell the book, key words and phrases that can easily be discovered, as well as explaining how it will help the reader.

3 A **brief summary** of the book

This should be a one-sentence description of your book. This *elevator pitch* should summarize its scope and content.

4 A detailed explanation of the book's **vision**/philosophy

This is the *longer description* of your book. Include reasons why the book is needed, emphasize its key points and explain the subject matter. Are there any new theories or developments in the subject area that you intend to cover? Please also consider what aspects of your book will set it apart from existing titles, such as approach, organization, special topics and original research

5 Proposed **table of contents**

Please provide a table of contents as well as a synopsis of what will be included in each chapter. This is a good time to think about how and why you're organizing the book the way that you are. Flag up any national or international case studies and examples.

6 Analysis of the **competition**

Include strengths and weaknesses and tell us about the features that distinguish your book from the competition. We'd like at least four competing books.

7 Target **audience** for the book, and their needs and challenges

Who is this book for and why do they need a book on this subject? If you're writing for the professional market it would be useful to have statistics on market size and professional organizations who would use the book. Is there a compulsory or practical reason for purchasing the book, perhaps for teaching or learning purposes? Please also provide precise job titles of people in the target market.

- 8 The key features of the book**
For example, learning aids, case studies, illustrations, examples, exercises, summaries, readings.
- 9 Supplementary material**
Resources that you would prepare for readers.
- 10 The estimated word count**
Must include imagery and tables. And what is your proposed timeframe for writing the book?
- 11 Endorsements**
Please provide details of five leading business people or thought leaders who would be willing to provide a *short endorsement* for the book. We won't contact them at this stage, but they should be people who know your work and reputation.

Marketing and sales

In this section we'd like to hear more about your platform and networks.

- 1 Social media**
 - What is your Twitter handle and number of followers?
 - Please provide a link to your LinkedIn profile and number of followers. Please also list the groups you are a member of and where you would be willing to post content.
 - Are there any specific hashtags that relate to the subject of your book?
 - Please provide a link to your own website, blogs, podcast or YouTube channel.
 - Which online publications or websites do you regularly contribute to? Please provide us with a link to your contributor page.
 - Please list any other social media platforms that you use in a professional capacity.
- 2** What are the specific markets for which the proposed book would be suitable? This should also include a maximum of 10 precise SEO keywords that fit with your book.
- 3** Please list relevant institutions, professional organizations, societies or business schools who might be interested in bulk-buying copies of your book.
- 4** Are there any academic or professional conferences where your book would be of interest to delegates?
- 5** Will you have the opportunity to sell copies of your book through your everyday activities such as training and coaching and speaker events? If so, please give details.
- 6** Would you be happy to provide one to three pieces of supporting content for your book (blog posts, videos, etc) to be shared on the Kogan Page website, social media and newsletters?

Submitting your proposal

Leadership, Entrepreneurship and Innovation

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