Author Resources Hub



Book Proposal Guidelines

Kogan Page

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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, as well as how to place the project within our portfolio. 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 and help form our internal strategies.

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.

AI policy

Your proposal should not be AI-generated. Your publishing contract will contain a warranty from you that your work is original to and written by you.

It is important to ensure that this warranty is true in order to confirm that the work will qualify for copyright protection. The work you submit must therefore be the result of your own creative effort or in the case of third-party materials included in such content, the creative effort of the third party. You should not use AI-powered tools or technologies to generate creative content (including artwork, images and text) for inclusion in your work.

Proposal checklist

When submitting your proposal please provide the following essential information.

1. Biography

The most important part of the proposal is you. We'd like to see the sort of biography you'd read in a business book. Please provide a biography telling us:

- Your current role title and company.
- Your expertise and why you should be writing this book.
- Any boards or associations in which you are involved, including your current role.
- Any consultancy work you do including current clients (we will only use this information internally unless authorized by you to share in an external biography).
- Details of any previous books. If your earlier publications weren't with Kogan Page, please let us know the publisher and sales figures for each title.
- City and country where you are currently based.
- Do you have any plans to change your role or company during the writing of this book?

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. Do keep in mind the main target audience as well – is the book for early, mid- or senior career professionals? We tend to suggest keeping the title quite outcome focused.

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 and identify the problem that the book is solving

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. What problem is this book speaking to and offering solutions for? 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. As a guideline, books of around 75,000 words tend to have around 10–12 chapters. This is a good time to think about how and why you're organizing the book the way that you are. Do also list the national or international real-world examples (case studies) you plan to include as this gives a sense of the content.

6. Analysis of the competition

Include strengths and weaknesses and tell us about the features that distinguish your book from the competition. If there's a Kogan Page book that covers a similar topic, please do include how you think your book differs.

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?

It is also helpful to consider the professional level of the potential reader. Who is your target reader and what stage are they at in their career, for example early career, mid-career or in a senior role? Whilst it may be relevant across a number of markets it's useful to consider the specific user for this book and who it would be most valuable for in terms of their everyday role. Please also provide precise job titles of people in the target market.

8. The key features of the book

For example, real-world examples (case studies), interviews, best practice tips, illustrations, exercises, summaries, checklists. If you're including real-world examples (case studies) please provide a list of the sorts of examples you may include. These can change during the writing process.

9. The estimated word count

Our books for the professional market tend to be a minimum of 75,000 words. Please include the estimated word count, and the estimated number of figures and tables.

10. 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. Please ensure that these are representative of the potential readership of the book.

Marketing and sales

Your platform and networks are key to helping us understand how we could best leverage these as well as our own distribution channels to reach the relevant market.

1 Social media – for all social media, please could you provide engagement statistics for each platform
   - Please provide a link to your LinkedIn profile and number of followers. Please also list any groups that would be likely to post/or allow you to post content relating to the book and their follower counts.
   - What is your X handle, Instagram profile or TikTok account, and number of followers?
   - Are there other social media platforms where you are active? If so, please provide details of these
   - Are there any specific hashtags that relate to the subject of your book?
   - Please provide a link to your own website, newsletter, blogs, podcast or YouTube channel. For blogs or newsletters please include as much information about your audience as you can such as audience size, click-through rate and geographical spread.
   - To which online publications or websites do you regularly contribute? Please provide us with a link to your contributor page.
2 What are the specific markets for which the proposed book would be suitable? What level of professional (early, mid-level or senior) is the book mainly for? What types of job titles might potential readers have? Please include the professional level audience and at least three to five job titles that may find this book of interest and of use.
3 Please list relevant institutions, professional organizations, societies or business schools who might be interested in bulk-buying copies of your book. What connection do you have to each institution/society? For example, are you on the board, do you guest lecture etc.? How many members or students do they have? Are there any activities we could do with them to support sales of your book? Please be specific about your connections to these organizations
4 What conferences have you spoken or presented at (either previously or upcoming) where this book may be of interest to delegates? Please include the name of the conference, the number of attendees (if the information is available) and the geographical location.
5 Similarly, have you participated in any webinars or podcasts? If so, please list details including name of webinar/podcast and date.
6 Include a maximum of 10 precise SEO keywords that fit with your book.
7 Are there any further specific marketing activities which you would like to include in the proposal?

Submitting your proposal

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