**Proposal Guidelines**

Thank you for your interest in publishing with Jones & Bartlett Learning. Preparing a well-planned proposal is one of the first and most important steps in presenting your project for review. You will present your project in the most positive light as possible by including:

* a convincing rationale
* a strategic plan for the project’s development
* a clear focus of the target market
* an explanation as to why you want to undertake the project

In order to fully evaluate your project, we ask you to complete a proposal which includes the elements listed below. This detailed information will allow us to make a well informed publishing decision. If you have any questions as you put your proposal together please feel free to contact us.

*Proposed Product Title:*

**The Work**

**Brief Description***:* In one or two paragraphs, describe the work, its approach, and your purpose in developing such a project.

**Outstanding Features***:* List what you consider to be the major outstanding or unique features of the work.

**Format**:

* What format(s) do you envision the work taking? These could include print or electronic formats.
* What will be the approximate length, either in printed pages or number of activities or multimedia assets?
* Are there any special design considerations that are important to the content of your work?
* How do you envision this product being used in an academic or professional program, and over what length of time?

**Pedagogy:**

* Do you plan on using a specific pedagogical strategy or approach, and if so, how will it be implemented and what advantage does it offer?
* What pedagogical feature(s) will set your product off from the competition?
* What kinds of pedagogical features do you plan to include (learning objectives, case studies, review questions, key terms, etc.)?

**Front/Back Matter:** Do you plan to include any front or back matter? (For example, introductory material, appendixes, glossaries, etc.)

**Art Program:**

* What kind of art program is needed for your work?
* What is the estimated number of illustrations and photographs?
* Do you have access to any sources for appropriate artwork?

**Supplements:** Supplementary materials, including both instructor and student resources, are critical to the success of an academic product. What kinds of supplementary would be valuable for this project? Please do not limit your response, as there are many competitive options available depending on each book and target audience’s need. Please feel free to add or subtract to the common supplementary material listed below. Try to think about what the audience needs and what “package” would make this product the most sought-after in the market.

* Testbank
* PowerPoint Lectures
	+ With notes
* Instructor’s Manual/Solutions Manual
* Sample syllabi
* Videos
* Animations
* Voice-overs
* Other multimedia resources

**Schedule:**

* What is your timeframe for completion of a complete first draft of the work?
* Are there conferences that should be considered in the timing of the product’s release to the market?
* Is the target audience for the product tied to a particular schedule, whether academic or based on an exam or professional calendar?
* Are there updated guidelines, exam outlines, or other developments in the field that should be considered in the timing of the project’s release to the market?

**Sample Content**

**Table of Contents:** Please provide a proposed table of contents for the work. This outline will help you, the reviewers, and the publisher assess the project. Please provide as much detail as possible, including headings and sub-headings, and feel free to write explanations of chapters or sections to add detail and clarity.

**Sample Chapters/Content (optional):** Please provide any sample chapters or other content you may have available.

**The Market**

**Audience:**

* Do you see this project as a resource for students, as a resource for professionals, or both?
* Is there another target audience you would want to reach, either as the primary audience or as a secondary one?
* In which course(s) specifically can you see this project being used?
* Which programs or departments most often offer those courses?
* Are the courses related to this project most often required courses or elective?
* Would this project serve as preparation for a local, state, or national certification or licensure? If so, which one(s)?

**Level:**

* If intended for college courses, what level student does it address?
* Would the work be most appropriate for 2-year, 4-year, or vocational schools?
* Would the work be most appropriate for graduate or undergraduate courses?

**Trends:**

* What new trends in this market or field of study are likely to affect your work? These could be research trends, academic trends, or trends in technology.
* How do you plan to address those trends in the work?

**Market Size:** What is your expectation of the size of the market?

**Testing and Market Research:**

* Have you done any market research or testing of the proposed work?
* If not, what kind of testing or research would you recommend?
* What are the key associations, certifications, and conferences that relate to your project?

**The Competition**

**Competitive Summary:** Clearly outline your competitive advantage. Think about what will set your work apart and what features and benefits it will provide that will make your target audience choose your work over the existing competitors.

**Top Competitors:** Please list the top 3 competitors in the field. Please include author, title, publisher, publication date, price, and any other available details.

**Comparison:** Please compare and contrast topical coverage, organization, level, writing style, art program, pedagogy, format, supplements and any other relevant similarities and differences between your project and the top 3 competing works.

**Future Competition:** Are you aware of any similar, unpublished works in progress? If so please share any available details.

**Your Background**

**Background Information:** Please provide a description of your background, relevant professional activities, teaching experience, prior publications, writing experience, and any other special qualifications or awards.

**Curriculum Vitae:** Please attach a copy of your curriculum vitae. Be sure to include credentials, degrees, affiliations, mailing address, phone/fax/email address, and office hours.

**Other Projects:**  Do you have plans or interest in developing other projects?

**Reviewers**

Please list the names, affiliations, phone numbers, and email addresses of some qualified reviewers who could be asked to critique this proposal and the work itself.