

Guidelines for Submitting a Book Proposal

When submitting a proposal for a new book, please send it to:

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(SCM Press)

Please use the Proposal Form provided (available on the SCM website below the link to this). We would ask you to consider and include the following details in your proposal:

1. Proposed Title and extent

Suggest a title that you think best reflects the content, the approach or the aim of the text in relation to the target reader.

How many words in total will your manuscript be? (excluding any indices or appendices)

2. Short rationale

- Topic: the subject of the book? Is it for a particular course or context?

- The aim of the book: what does it propose to do? Why do you see a need for this book? How will the book achieve its aim?

- Scope: the content of the book – what is included/excluded and why? What is the estimated extent?

3. The market for your book

- What gap/niche does your book seek to fill?

- Indicate how you view the condition of the target marketplace at present and any changes you foresee in the near future. How quickly is the book likely to date? What is the scope of the market? Which countries/areas will it interest?

- Identify the primary market

- Identify the secondary market

- Identify where any other interest may come from, e.g. practitioners

4. Competing Titles

- For each competitor title currently on the market, provide as many of the following details as possible: Author name; title; publisher; publication date; extent; price; estimated market share; strengths; weaknesses.

- State how your title will differ from the competing texts. What do you consider to be the advantages/disadvantages of your text over these? What will set your book apart from the competitor titles? e.g.: a different/original approach, the organization of the text, the scope of

coverage?

- Are you aware of any potential competitor titles that will be published at or around the same time as your text?

5. Book description: Table of Contents, synopsis, sample chapter

Please provide an annotated table of contents, setting out the chapter/book structure clearly, the extent of topics to be covered and give a summary (approx. 100-150 words per chapter) of the main issues to be found in each chapter. First thoughts at this stage are fine – it doesn't matter if the contents is likely to change.

- Will the text benefit from the inclusion of any special features, such as end of chapter questions, summaries, diagrams, a glossary, or sources of further reading?

- Please provide a sample chapter if available.

6. Main selling points

These should be the key things that make your book attractive to customers. We use these to inform the marketing of the book.

7. Potential reviewers

We offer a free copy of an SCM book to reviewers in exchange for their thoughts on your proposal (including a sample chapter if you have it) and potential for the field and market. You are welcome to contact them beforehand to let them know we will be in touch but this isn't essential. We ask you to suggest reviewers from a diversity of backgrounds wherever possible for the benefit of the field.

8. Author biography and network information.

This may also be used to inform the back cover copy and to support marketing activities.

8. Your Writing Plan

What do you perceive to be your expected writing schedule and provisional delivery date for the final manuscript?

Please let us know if there are likely to be any barriers or delays (in terms of accessibility, other commitments, time zones, significant periods of unavailability etc.) which we should be aware of and how we might adjust the way we work to account for these.

9. Your CV

In your CV you should include the following details: Your full name; contact details (address, telephone, email); date of birth; qualifications; present appointments; career to date; publications to date.

Thank you for your proposal. We will be in touch shortly.