

U-Otter-Read-It Educational Resources Ltd.

Guidelines for Submitting a Proposal

I. Overview

The Overview should be 4 or 5 typed pages and provide a general frame of reference for your work, covering the following points.

A. The Book

Brief description:

- Describe the work,
- Content – what's it about?
- Approach – what is unique about your approach?
- Purpose: Why are you writing this?

Unique features:

List the outstanding or unique features of the work, such as:

- Pedagogical features: Will the book include summaries, examples, cases, questions, problems, etc.?
- Supplements: Do you plan to provide supplementary material such as a teacher's manual, study guide, software, or other? Indicate what supplements should accompany the text.
- Audience: For whom is the book intended and what is the level? What are the prerequisites, if any?
- Graphics Considerations: Will the book contain graphics? Line drawings? Photographs? Approximately how much / how many?
- Has the material been class-tested? If not, will it be?

B. The Market

Who will buy this book?

What is your expectation of the size of the market?

If you have any market research of your own, we would appreciate receiving a brief summary.

C. Competition

Consider other books on the market that might be similar to yours. Briefly outline the titles, publisher, etc., with a discussion of the advantages your book has over theirs. The preview you write will be used for promotional purposes, so select your words with the knowledge that educators, book reviewers, book sellers and distributors may read them to consider purchase.

D. Personal / Professional Background

Please provide a description of your background, relevant professional activities, writing experience, personal knowledge/ experience of this topic.

Please attach a copy of your vita.

Do you have other writing plans when this project is complete?

II. Outline

A tentative outline will provide us with an indication of the intended flow of the book, sequence, logic, and an overview of the general shape of the book. This information will guide in determining possible book length, format, as well as other details, which will eventually determine cost. Please include:

A. Chapter titles, (or sections) followed by subheads to make the structure and content clear. B. Paragraphs should be used as needed to clarify the outline. If a revision of the sample material is requested, always supply a revised outline.

III. Sample Chapters

The sample chapters should illustrate the strongest and most distinctive aspects of your work.

- A. It is preferred that you submit three chapters.
- B. The samples should include at least one chapter from each co-author in a multi-authored work.
- C. The selected chapters should best represent your work's basic idea, its quality, and distinctive features. They should not include the introductory chapter. They need not be in sequence.
- D. Samples of the pedagogical features and all types of problems and exercises should be included.
- E. Rough pencil sketches of illustrations need to be integrated with the manuscript to give the readers an idea of the art program.
- F. Prepare the material carefully. If the manuscript is full of typographical or grammatical errors, the reviewers' attention will be diverted from the more important consideration of content.

VI. Additional Information

Other considerations:

- What schedule of completion do you have in mind for your book? What other commitments on your time will you have while preparing this project?
- Approximate length of your work? Please state whether your estimate is in book or manuscript pages. If dealing in manuscript pages, please describe in terms of 8 " x 11" double-spaced pages.
- Identify which word processing software (include version #) you will be using to develop your manuscript. Also list other software, which you will use for graphics, tables, graphs, or other inserts. Indicate as well, software you are currently using for digital transfer of files (eg: Adobe Acrobat for .pdf),
- Please list the names and affiliations of at least three reviewers who could be asked to critique your work.

Include additional questions and concerns with your submission.

We will make every effort to respond to your submission as soon as we are able.