

PROPOSAL FOR A STUDENT TEXTBOOK

*Van Schaik Publishers is an academic publisher that specialises in the publication of course-based **material** for the tertiary market. Your proposal will be sent out to academics and, if relevant, to practitioners for their comments, and it is important that it includes all the information that reviewers will need to consider. Please do not hesitate to ask for assistance or further explanation of what is required at any time while you are preparing your proposal.*

1 PERSONAL DETAILS

- Please list your name and contact details: work telephone number, fax number, cell phone number, home telephone number, e-mail address, postal (work) address, academic institution and department / company, etc.

Title, name and surname			
Academic institution		Department	
Email			Work telephone number
Cell phone number			Home telephone number

Postal address (Work)		Postal code	
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- Please also list the same details as above for all contributors, if applicable.
- Enclose your résumé, including a list of relevant publications. (If there is more than one author or a number of volume editors and/or contributors, please list as much detail as possible for all persons involved.)

2 PROPOSED TITLE OF TEXT

This does not need to be the final title and will be treated as a working title.

3 MARKET

- Describe the manuscript's target market. Include typical departments, course titles, levels of study, and a quantification of the market size nationally.
- Do you or any of your co-authors have a captive market at a tertiary institution for which this book can be prescribed? Please supply estimated student enrolments per subject.

Name	Institution	Department	Course code/name	Name and contact details of lecturer responsible for module	Student enrolments	Contact/distance students

- Furthermore, include the names of lecturers (with their institution) who would possibly prescribe the book.

Name of lecturer responsible for module	Institution	Department	Course name	Contact details (email address and/or telephone number)

- Would your target market be able to access this publication in a digital format? If so, would they be interested in using a digital product?
- Does your institution have a policy regarding ebooks?
- Does your institution have a policy regarding elearning?
- Are there any **secondary markets** (e.g. practitioners)? Please quantify the secondary markets. Do you have any suggestions of how your proposed publication could be marketed to these markets?
- Do you run a short course for which this book can be used? Or are you aware of any relevant short courses that we can target?
- Do you have access to address lists and/or other information that the publisher could use in marketing your proposed text?

4 COMPETITION/DIFFERENTIATING CHARACTERISTICS

Some market research by the author(s) or editor(s) in this regard could make a big difference to the success of the publication in the end – both as far as its contents is concerned and the reception that it gets from its proposed target audience. This is an important part of your publishing proposal.

List the main competing titles (books that are currently prescribed for these modules) and detail the major strengths and weaknesses of these books. (Please do not	Author	Publisher	Strengths	Weaknesses	My book's advantage

state that there is no direct competition, as this is rarely the case.)Book title					

- Please list the advantages that your book will have over each competing title – this list should take the form of unique selling points and will be used to market the book if it is published. Explain the purpose of your book. Why is the book needed?
- What new approaches do you propose to take?

5 STRUCTURE AND CONTENTS LIST

Many authors find that the more detailed their planning, the easier it is to organise their writing.

- Include a detailed table of contents, explaining briefly what each chapter will cover and how it fits into the overall structure and organisation of the book. Please indicate clearly if the manuscript will be split into section/parts.
- How will your structure fit with the structure of the courses mentioned in point 3?

6 EXTENT AND FEATURES

- **Page extent**

What do you anticipate the length of the manuscript to be in pages? There are about 320 words on a manuscript page – A4, Times New Roman 12pt, 1.5 spacing. If you are unsure please provide an estimated word count.

- **Illustrations**

How many illustrations would you like to include?

What kind and how many of each (e.g. tables, graphs, figures, diagrams, line drawings, photographs, etc.)?

Tables	
Graphs, Figures, Diagrams	
Line drawings	
Photographs	

- **Features**

What educational features will you include (if applicable)?

Chapter outcomes	
Key terms (definitions)	
Introduction	
Special characters (equations, phonetic symbols, etc.)	Please specify
Case studies + questions & answers	Please specify length e.g. paragraph or more than one page
Boxes (Did you know?; definitions; extra information; examples; activities; theory & practice; etc.)	Please specify
Footnotes & endnotes	
Chapter summary	
End of chapter questions & answers (short questions, long questions, self-assessment, etc.)	Please specify

Additional reading, resources & websites	
Annexures (examples of documents, etc.)	
Other	Please specify

- Please indicate which of the following support material and additional resources would be beneficial to the success of this book.

MS PowerPoint slides	
Additional questions & answers (test bank)	
Glossary	
Infographics	
Animated graphs	
Video casts & other multimedia	
Further explanations of difficult concepts	
Support guides	Please specify – lecturer or student
Other	

- Do you have any such material available? Please specify.

8 PRICE

- What do you think the retail price of this book should be? (The final recommended selling price will be determined according to the actual costs incurred in making the book. However, your answer will give us an indication of market expectations.)

9 SCHEDULE AND MANUSCRIPT D-DATE

- By which academic year and/or semester would the book be needed?
- By when would you be able to submit a complete manuscript? Please take into account the submission guidelines below. The dates below include a peer review process, production and distribution. Your publisher will discuss this in greater detail with you.

Expected date of publication	Manuscript submission date
1st semester	February of preceding year
2nd semester	August of preceding year

At certain institutions a book needs to be published earlier for a book to be prescribed for the following year. Please discuss this with your publisher.

- How often would the publication need to be updated?

10 MISCELLANEOUS

- Please add any other information which you think might be helpful to us in evaluating your proposal.
- Should you have a sample chapter available, please attach it to your proposal.