

## Writing for Class Professional Publishing

Please complete the following information to give us the best idea about your proposal for a new book, resource or training material:

### 1. General details

*Please fill in the below details:*

**Working title of book/project:**

**Will this be authored by yourself/yourselves? Or will it be a multi-authored resource with different authors writing individual chapters or components?**

**Has any part of the proposed work been published before? If so, please give details:**

**Estimated length / word count** (this will depend on the kind of project you have in mind – a typical book length is between 70,000 and 90,000 words):

**Do you expect the book to be illustrated?** If so, please give a rough estimate of how many images will be included (we realise this will be subject to change)

**Estimated delivery date of final typescript** (we can be flexible with delivery dates and so please be as realistic as possible):

**Have you written a sample chapter?** (sometimes a sample chapter can give us a clearer understanding of the tone and nature of the work)

### 2. Description

*What is your book or resource about? Please provide a short, non-technical description of approximately 200 words of your book that could be used as the basis for a marketing/cover blurb. This should be clear and informative.*

### 3. Table of contents

*Please provide a simple table of contents including chapter headings and contributor names (if appropriate). Please also outline the key information and sections which each chapter will include.*

*We appreciate that some information will be provisional at this stage and may change at a later date. If you are proposing a course book we recommend the contents reflect the structure of the course or module.*

## 4. The market

*Who is your typical reader? Please provide clear description of your intended readership/users. E.g. students, lecturers or practitioners or those pursuing CPD. The following points provide a guideline for describing this market:*

- *At what level will the book/product be pitched, or what academic or professional background are you assuming?*
- *What is its exact niche in terms of training, research or professional interests?*
- *If possible please give a list of courses for which the proposed book or resource may be suitable.*

## 5. Related resources

*Please provide a list of resources/books here which could related or considered similar in some way to your own proposed resource? How does your resource differ from these?*

## 6. Rationale

*Describe the assets and features of this resource/book that will make different from the others and will appeal to readers? What is you aim or rationale for publishing this?*

## 7. About the author/editor/contributors

*Please fill in your details in the box below as well as the points (a) and (b) underneath:*

**Name:**

**Job title and organisation:**

**Email:**

**Research interests/specialist areas (if applicable):**

*(a) Please also provide a **short biographical statement** about the author(s) or editor(s) involved in the book and attach **a concise CV**. The statement should include an affiliation and job title, together with a list of past publications (if any).*

*(b) Edited collections only: If you're planning on submitting a proposal for an edited volume please give details as to the **contributors** (job title/affiliation) in the chapter*

*outline above We realise that the list of authors may be subject to change and so just a provisional list will be sufficient.*

## 8. Pedagogical features

*You may want include learning features in the book to help the reader get to grips with the topic. Some suggested features are below, but do feel free to choose the ones which are most applicable to your project.*

- **Chapter objectives** – highlighting key topics and learning objectives which will be covered in the chapter/module.
- **Patient examples** – stories of real/anonymous patients sharing their experiences of healthcare. These will help the reader to focus on patient experience and safety.
- **Case scenarios**
- **Reflective questions**
- **Assessment questions**
- **Practice tips**
- **Checklists**
- **Line drawings and illustrations**
- **Glossary** – key terms can be emboldened in the text and a quick reference point will be provided for readers at the end of the book.
- **Chapter summaries** – reviewing what has been covered in each chapter.

## 9. Any other information (optional)

*Please include any other information with you feel might be important or relevant (optional).*