

**CSIRO Publishing**

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csiro publishing

# PROJECT PROPOSAL

The purpose of a project proposal is to provide the publisher with sufficient information to assess the work and determine whether to invest resources in it. Please take a few minutes to complete the following questions.

## TITLE OF YOUR PROPOSED BOOK:

## AUTHOR INFORMATION

|  |  |
| --- | --- |
| Author/Editor name(s): |  |
| Address |  |
| Telephone |  |
| Affiliation |  |
| Email |  |

## PROJECT DETAILS

### Please provide a brief description of your work, including its purpose and what is distinctive about it.

### What are the key benefits of the work for the reader? Why should they purchase this book?

### Please list the suggested chapter headings or provide section outlines (attach as a separate document if necessary).

### What is the estimated page extent (page count) of your book?

### How many illustrations will you include? Are these line drawings, maps, photographs or other?

### Will you supply your own illustrations; if yes, will these be supplied electronically or as scannable hard copy?

### Do any illustrations need to be produced in colour; if yes, how many?

### What is the estimated delivery date for the complete manuscript and any appropriate artwork?

## MARKETING INFORMATION

### Who is the target audience for your book?

#### Primary markets

#### Secondary markets

### Please list 3–5 key selling features to show why these markets should purchase your book

### Please provide a one-line sales ‘pitch’, which sums up your book in one sentence:

### List (in order of importance) the countries in which the major sales of your title will be expected:

### What is the expected life of the project? Would you expect it to require a revised edition?

### Please list the most relevant competing publications, or, if there is no direct competition, please list 2–3 titles that relate to your book, or are similar in their scope or audience.

### For any books listed above, what makes your book superior to these publications?

### Please supply a 50-word biographical note that can be used on promotional material.

### Do you already use social media to promote your work or engage with others in your field? Please provide details of your active channels:

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel**  | **Your account name/handle** | **No. of followers** | **Groups you contribute to**  |
| Facebook |  |  |  |
| Twitter |  |  |  |
| LinkedIn |  |  |  |
| Instagram |  |  |  |
| Other |  |  |  |

### Please provide names and contact details of any peers or industry opinion leaders whom we should be sure are notified about your publication or who might be prepared to provide an endorsement.

### Do you know of any specific courses that might be interested in using this book as a textbook or a reference? Please be as specific as possible when listing course names, and provide any information you may have about where these courses are run.

### Please list the main journals/magazines in this field (in order of importance) to which we should be sending copies for review. If known, please include contact details of the publication and of the review editor.

### Are there any organisations, societies and associations in this field whose members should be either notified to buy your book or that might help with promotion? For each, please give any available information on:

### membership numbers

### newsletters or publications that might carry information about your book

### addresses and contact names for advertising/direct mail

### Do you have access to mailing lists, including those from societies or conferences? If so, please list them and give approximate numbers in each.

### Some funding grants have requirements and/or restrictions for how a project can be published or distributed. Please let us know if you have received funding for this project that may have requirements regarding publication.

### If you have any other suggestions or comments, please add them below or provide attachments.

Please email your completed proposal to:

**Book.submissions@csiro.au**

[www.publish.csiro.au](http://www.publish.csiro.au) | [www.csiro.au](http://www.csiro.au)