

Zed Books Proposal Guidelines

Please send Zed a proposal detailing the following information:

Provisional book title

Author Information

- Name
- Address, telephone number and email
- Current position/job title
- Short (200 word) author bio

Key Information

- Provisional word length (including bibliography and footnotes/endnotes) – NB please state length in terms of word count, not number of pages
- Provisional manuscript submission date
- Is there any institutional financial support for the publication, or other prospects for discounted bulk purchases of the book?
- Has any or all of the work been published before, such as in a journal, magazine, report, conference proceedings or online? If so, please give details.
- Have you submitted the book to any other publishers?
- Who is the copyright holder of the material?
- Please suggest two possible referees (we are also likely to gather our own)

Synopsis

- What will the book be about? (Max 200 words)
- How is it original? (Max 200 words)
- What will its main argument be? (3-4 bullet points of 1-2 lines)
- Please suggest three unique selling points for the book; i.e. Why would a bookshop retailer wish to stock your book? And why might a bookbuyer wish to purchase it? (Please keep each selling point to no more than two lines if possible.)

Outline

- A 200-word summary of the book that might be used for marketing and back cover purposes
- A single-sentence summary of the book that captures its core argument and appeal
- Provisional table of contents
- Short descriptions of the contents of chapters (approx. 200 words per chapter)
- Any figures, tables and illustrations?
- Any sample chapters (if you have them.)

Readers and Marketing

As the author/editor, you have valuable insight into the readership and markets for your book. Please provide as much qualitative and quantitative detail as possible about the prospective primary markets for your book.

- For whom is the book intended? In particular, please provide specific examples of any courses which the book would be suited to.
- What existing books compete with (or complement) this one and how will this book differ from the competition?
- How you can help promote and market the book? e.g.:
 - Would you be willing to organize/attend a launch event?
 - Are you affiliated to any institutions or organizations that might be of assistance in this regard?
 - Which social media platforms do you use? (please provide specific information, such as Twitter handles)
 - Do you have access to any relevant email mailing lists?
 - What conferences/events might you be attending that would be of relevance to the book?
 - Has your work featured on any blogs, newspapers, magazines or other non-academic media?
 - Any other promotional opportunities you might think of.
- Have any previous books you have written been translated into non-English languages? If so, please provide details.
- Do you have any additional course or multimedia materials you could supply?

Additional Information

- Is there any additional information you would like to provide?
- Please also attach your CV.