

**New Book Proposal**

Please use the following form to set out your book proposal. This form will be the only source of information that we use to assess your proposed idea, therefore please provide as much detail as possible, using the bulleted points for guidance.

Completed proposal forms should be returned to the appropriate [commissioning editor](https://www.architecture.com/riba-publishing/riba-publishing-contact-the-team) for your subject area.

|  |
| --- |
| 1. **Author Profile**
 |
| * + Contact details (name, job title and company, address, email, telephone)
	+ Brief profile explaining what you do/what your key experience is/why you are the right person to write this book (will also be used in marketing material).
	+ Previous publications/works etc. (including ISBNs, sales numbers if known)
 |
| **B. Concept** |
| In no more than 400 words, please summarise what you are proposing, including the following details:* + Proposed title
	+ The topic area/what the book is about
	+ What kind of book it is (practical guide/manual, student textbook, academic/theoretical text, set of illustrated case studies, monograph, coffee table book etc.)
	+ What are its aims and objectives? (“This book will aim to....”)
 |
| 1. **Audience**
 |
| * Who is the book aimed at? (please include specific job titles, types of firms or institutions)
* How big is this audience?
* List any courses/modules that this book might be on the reading list for (including number of students that take these courses)
* Is there an international market (please give details)?
 |
| 1. **Market Need**
 |
| This is your chance to sell your idea. In no more than 400 words, explain why the audience you identified needs this book, and what makes you think they would buy it. Think about:* + Is this an area that students/practitioners typically struggle with?
	+ Are there specific problems/challenges that could be overcome (either for society, the industry, or for the individual reader) if the reader had access to the information this book will provide?
	+ What evidence is there that the industry is interested in this area and/or are actively trying to broaden their knowledge on it?
	+ Is there a lack of information on this topic?
 |
| 1. **Key selling points**
 |
| Please give 5 distinct reasons why the audience outlined above should buy this book. |
| 1. **Competition**
 |
| Please list relevant competing titles or other information sources you know about (including anything that is freely available on line or in print). Please include the following details:* ISBN
* strengths and weaknesses of each
* why your book would be better or different

This is also useful because, as we have a bookshop, we can ensure that your book would take precedence over these, or not stock the competition. |
| 1. **Content**
 |
| We need to have a clear understanding of the exact content you are proposing, as this will be the basis on which we contract with you. To help with this, please provide an expanded table of contents, including:* an outline/summary of each chapter and/or section
* an outline of any additional material to be included at the front or end of the book, such as foreword/preface/appendices, glossary etc.
* a word and image count for each chapter/appendix
* any special pedagogical features to be included, such as case studies, practical tips, key terms boxes, pull quotes, research highlights etc.
* Total number of images (with details of the kind of images to be included – e.g. maps, line drawings, graphs, cartoons, phots etc.)

If you are able to provide a sample chapter, introduction or other material relating to your proposed idea, then we would encourage you to do so as this will make your application stronger. |
| 1. **Schedule**
 |
| How long will you need to write your book? Remember, the schedule will be a part of your contract, therefore please think carefully before committing to a date. This is the date you will hand us the manuscript, not the date the book will publish. |
| 1. **Marketing/ Promotion**
 |
| The marketing/sales potential of your book is an important factor in our decision on whether to accept your proposal. With this in mind, please answer as many of the following questions as possible:* Do you know of any RIBA published books/material that would complement or align (rather than compete) with your book? For example, material that would appeal to the same market (even if not on the same topic), or might be the precursor/next step on from your book?
* Which industry magazines/press/media might be interested in reviewing your book and do you have contacts at any of these?
* Are there any major events, conferences or other activities related to the book’s topic that might be used to help to promote it?
* Is the timing of publication particularly important? Should the publication of the book coincide with any key dates, for example, the date that new legislation comes into force, or a course starts? Are there any dates to be avoided?
* Do you believe that there are organisations that would be willing to sponsor or fund your book? Do you have contacts within these organisations?
* Are any bulk sales, perhaps to funders, professional bodies or trade organisations, possible? If so, please give details?
* Do you have any other contacts/leads/ideas for potential marketing?
 |
| 1. **Reviews**
 |
| This review will be sent for external review by other experts or members of your target audience. Please suggest/provide contact details of any individuals you feel would be well-placed to review your proposal (for example colleagues, well-known experts in the field, academic tutors or course providers, typical end-users etc.) |
| 1. **Additional Information**
 |
| Please provide any additional information that you feel may support your proposal. |