# Key Components of a Scholarly Book Proposal

Every press has their own requirements and format but most will ask for these items in one form or another. You might see different terms used, but they’re all looking for these basic elements.

## Working Title
- Grabs an editor’s attention
- Communicates what you think is most important in your book
- Demonstrates that you have a handle on your book’s contribution and argument

## Project Description/Overview
- Makes the main case for your book to all publishing staff and peer reviewers
- Shows editors how you write and how you are approaching your book

## Intended Audiences
- Particularly important for marketing and sales staff
- Makes a case for fit between book and press

## Comparable Books
- Also important for marketing and sales staff
- Helps an editor get a handle on your vision through reference points
- Your list makes a case for fit between book and press

## Table of Contents and Chapter Summaries
- Particularly important for peer reviewers
- Proves that the project needs to be a book and is well conceived

## Manuscript Specifications
- Important for production planning
- Editor will use your specs to make profit and loss calculations
- May matter for marketing too

## Manuscript Status
- Helps editor plan for peer review
- Helps publisher plan for production and release date, alongside other projects

## Author Info
- Relevant for peer reviewers who may be asked to comment on your qualifications
- Gives publicity staff a sense of your platform
- Some presses will ask for a CV too

## Writing Samples
- Show editors and peer reviewers your writing style
- Provide material from book for peer reviewers to evaluate

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If you need more help decoding a press’s proposal submission guidelines or want tips on crafting any of these elements of your proposal, see THE BOOK PROPOSAL BOOK.

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