

NACADA Publications Book Prospectus

A good book prospectus generally contains the following information, which the NACADA Publications Advisory Board and the NACADA Executive Office find essential in evaluating the project for publication consideration:

1. Need. Why is the book being written? Why do people need help on the topic at this time? How is the topic of increasing rather than passing or declining importance?
2. Purpose. What is the book designed to accomplish? How does it meet the need you have identified?
3. Contribution. What new is offered? In what ways would the book add to current knowledge and practice?
4. Related and Competing Books. Please list the author, title, and publisher of the main related and competing books; describe why they are not adequate to meet the need you have identified; and tell how your book would differ or be superior.
5. Intended Audiences. Be specific and describe the primary, secondary, and other audiences with respect to discipline, institutional affiliation, and position or title.
6. Uses. What would the book help the audiences to do, understand, improve, carry out, and so on? Distinguish between the uses for the practitioner audiences and the uses for the academic audiences--or whatever distinction is most meaningful.
7. Alternative Title Possibilities: Along with your current working title, please suggest several alternative titles. We strive for titles that clearly communicate to all audiences the topic, purpose, and utility of books.
8. Knowledge Base. What is the research or experience base for the information in the book? Briefly describe any special studies or previous work relevant to this book.
9. Outline of Contents and Chapter-by-Chapter Descriptions. Provide a few sentences about the purpose and contents of each chapter, giving specific details and examples as well as general statements. Also explain the logic of the book's organization.
10. Special Materials. Briefly mention the purpose and approximate number of tables, figures, forms, supplements, appendices, and any other special materials to be included.
11. Length. How many words do you anticipate in the manuscript? (NACADA partnership books range from 75,000 - 150,000 words; Digest books from 25,000 – 40,000 words; pocket guides are 32 pages or ~8,500 words.)

12. Timetable. What schedule is envisioned for preparing sample chapters (if not already included), the complete draft manuscript, and revisions of the manuscript?

13. Other Publishers. Has the manuscript been sent to other publishers for consideration? If so, which ones?

14. Background Information. Please attach your vita, resume, or biography detailing your professional and educational background, including prior publications.

Please address proposals to:

Marsha Miller
NACADA Assistant Director, Resources & Services
publish@ksu.edu