PREPARING FOR ACADEMIC BOOK PUBLISHING
What This Booklet Will Cover

- **Publishing Background**: types of academic publishers and products, anatomy of a publisher, and a bit about Taylor & Francis
- **Thinking Seriously about Publishing**: practical and content-related considerations
- **Getting Your Project Started**: identifying publishers, preparing a proposal and sample materials
- **What to Expect at Various Stages of Review**: possible responses to your proposal, peer review, your contract
- **Further Resources**
PUBLISHING BACKGROUND
Types of Academic Publishers

Textbook Publisher
• Develops books & resources for use in courses
• Sells books through adoptions; gives away examination copies (may sell through website)

Academic Press
• Publishes scholarly books and journals, advanced-level textbooks, and handbooks
• Sells books to libraries, individual scholars, and upper-level/grad adoptions; most have an examination policy
Types of Academic Publishers

University Press

- Publishes original scholarly work and edited collections
- More textbooks in recent years
- Sells primarily to libraries and individual scholars, with some advanced-level course adoptions; may sell through bookstores if a topic is hot
Types of Books

- Textbooks
- Scholarly volumes
- Handbooks and companions
- Reference books
- Professional books
- Edited collections
- Trade (mass-market, general audience)
A Bit About Taylor and Francis

The Taylor and Francis Group publishes more than 1,800 journals and 4,000 new books each year, with a backlist of more than 60,000 titles and 55,000 eBooks. We publish for researchers, libraries, classrooms, and professionals.
T&F Imprints Include:

- **Routledge**: Leading academic publisher in the humanities and social sciences

- **Psychology Press**: Publishing across the spectrum of psychology

- **Focal Press**: Media arts and technology publisher (including photography, filmmaking, music and audio, animation and gaming, theatre, web design, and more)

- **Garland Science**: Scientific textbooks in the fields of cell and molecular biology, immunology, genetics, and protein sciences, with increasing presence in microbiology, plant biology, biophysics, and quantitative biology

- **CRC Press**: Science and technology books, including chemistry, life sciences, engineering, mathematics, statistics, medicine, information technology, and computer science

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Anatomy of a Publisher

- **Acquiring or Commissioning Editor**: Acquires the project and shapes it for the subject list, series, or market

- **Editorial Assistant**: Works with the author on technical details and permissions, and prepares manuscript for production

- **Development Editor**: Works closely with authors and editors to tailor key textbooks for the market and on special research projects

- **Production Editor**: Manages the production process including copyediting, typesetting, proofreading, and design, liaising with the author and editorial

- **Marketing and Sales Teams**: Work to market, sell, and distribute the finished product

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THINKING SERIOUSLY ABOUT PUBLISHING
Thinking Seriously about Publishing

Initial considerations include the following:

- Who is the audience for your book?
- What topic are you best positioned to write about?
- How much time can you commit to writing?
- Other practical considerations
The Marketplace

For which markets and audiences will the book be written? That is,

- Who will read the book?
- Who will buy the book?
- What kind of publisher do you need?
Keeping Perspective

• What books have been written on the same topic?
• How does your project relate to other books?
• What unique perspective or contribution will your book provide?
Practical Considerations for Writing

• What are your professional and departmental obligations?

• Do you have colleagues to help you if you need them? (For example, to review drafts, help with research, or brainstorm)

• How long will it realistically take to complete the project?
Practical Considerations (continued)

• Will this book count toward tenure and promotion?
• Are you up to date with current research and trends in your field?
• Is the topic time-sensitive?
• Will the project require further research?
Going Solo vs. Collaborating

If you are writing the book yourself:

• Are you willing to do all the work and research?

If you are working with a coauthor:

• Have you worked together before?
• Are the responsibilities clearly spelled out, including deadlines?
• Are you prepared to do all the work if the circumstances change?
Authoring vs. Editing

Authoring: You’ll do all the work yourself
- Hint: you can get a few contributed chapters if needed

Editing: You will be requiring others to work for you
- Do you have a strong editorial vision for the project that you can convey to contributors?
- Can you administrate the project and keep the contributors on track/on deadline?
- Are you prepared to edit the work of senior colleagues?
GETTING YOUR PROJECT STARTED
Getting Your Project Started

Once you’ve thought about the previously mentioned considerations, you will need to:

• Identify potential publishers
• Talk to colleagues
• Develop a proposal and sample materials
• Approach a publisher
Identify Publishers

• Find publishers who:
  • Produce work in the area in which you plan to write, or have an established place in the discipline
  • Produce the type of book you are planning to write (e.g., monograph or textbook)
  • Have a visible presence at the conferences you attend
  • Have international/global marketing and distribution abilities
Talk to Colleagues

• Ask your colleagues about their experiences with publishers, thinking about:
  • Editorial (reviewing/developing the book)
  • Production (making the book)
  • Marketing (getting word out about the book)
  • Customer service/Distribution (getting the books out)
• Which publishers would they recommend?
Preparing to Submit a Project

To submit a project for review, you may need to include:

• Proposal
• Curriculum vitae
• Sample chapters or writing (e.g., the introduction)
• Additional materials if relevant (e.g., images)
Proposal Components:
The Basics

- **Description and scope of project**
  - What type of book is it, and what will it cover?

- **Objective and rationale**
  - What do you intend to accomplish in the book?
  - Why does the book need to be written?

- **Structure and organization**
  - How will the content be presented?

- **Contribution**
  - What is unique or distinctive about your book?
Proposal Components: Market and Audience

- **Market**: To which disciplines will it be relevant?
- **Audiences**: Who will read it?
- **Use**: How will it be used?
- **Competition**: What books have already been written on the topic?
- **Fit**: How does it fit into the publisher’s list? Does it complement or compete with other titles?
Proposal Components: Additional Considerations

• Will you be using materials that require permissions? Keep this in mind as a potential added cost.

• Keep in mind there may be additional costs if you decide not to prepare the index yourself.

• Will the project have special production requirements? For example:
  • Color images
  • Numerous figures or photographs
  • Website or online resources
Approaching a Publisher

- Identify the appropriate Acquiring or Commissioning Editor
  - Get the name of the Editor from the publisher’s website, at a conference, in a catalog, or from colleagues
- Check for specific proposal guidelines
- Send the proposal
  - Remember that response times vary

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Multiple Submissions

• This approach is generally acceptable for book proposals, but some presses will only send sole-submission projects out for review.

• Include a notation in your proposal or cover letter indicating that the project is out for review with, or has been submitted to, other publishers.
WHAT TO EXPECT AT VARIOUS STAGES OF REVIEW
What to Expect When Your Proposal is Under Consideration

- Review periods vary, and can range from a few weeks to a few months
- Follow up if you don’t hear from the editor, but respect the editor’s schedule
- Don’t be afraid of a rejection – and learn from it when possible
Common Reasons Editors May Pass on a Project

• “This project does not fit our list (subject area, orientation, market, audience)”
• “This project doesn’t meet our sales criteria”
• “This project is too similar to others we have”
• “This project is too different from others we have”
What To Do If Your Initial Proposal is Rejected

• Significantly revise your proposal to reflect the Editor’s comments and resubmit when ready
• Find an alternate publisher more suitable to your project
If Your Proposal Is Accepted for Review

• If your proposal fits the Editor’s criteria, the publisher will send it out for peer review (external evaluation by independent academic referees)

• This can take from 4-6 weeks to 6 months, depending on the publisher
Once the Initial Peer Review Is Completed...

- The Editor will identify the key or critical points from her/his perspective
- Consider the feedback from reviewers and how it relates to what you want to accomplish
- Aim for a constructive discussion with your Editor about the book’s development
If Your Project Is Accepted for Publication

• A contract will be drawn up that:
  • Determines the nature of the relationship between the author and the publisher
  • Identifies the responsibilities and obligations of both parties
  • Uses standard language and terms (found in most publishing agreements)
Key Parts of the Contract

• The warranty – guarantee that the content is original and not previously published
• The assignment of publication rights and copyright – allows the publisher to publish work
• The delivery date
• The length
• The royalties
Keep In Mind...

- Most decisions will be made on the basis of the market size, publisher’s ability to reach that market, and revenue potential for the project.
- In some circumstances, permission fees and index preparation may be charged against royalties.
- The book may be published in hardback only (subsequently in paperback).
- Royalties may be low.
- You will probably not get an advance.
After the Contract Is Signed

• The publisher will give you basic manuscript guidelines
• Your Editor may keep in touch or leave you to work
• Let your Editor know if your schedule for delivery shifts one way or the other
• Reach out to your Editor or the Editorial Assistant when you have questions, especially about structure, permissions, images, and formatting

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And Remember!

• Your Editor is on your side, and has your book’s best interests in mind
• Your publisher will work hard to cross-promote your book
• Your Editor wants your book to succeed!

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Further Resources

For more resources on preparing for academic publishing, go to the Resources for Authors section of our website, where you’ll find:

• Tips on how to turn your dissertation into a book
• Text types and proposal guidelines
• Publishing with Taylor & Francis brochure
• Tips for promoting your work
• Author testimonials
• Links to CRC, Garland, and T&F Journals
• And much more!