



Kappa Delta Pi, International Honor Society in Education Book Proposal Guidelines

Dear Colleague,

Thank you for your interest in submitting a book proposal to Kappa Delta Pi Publications. Kappa Delta Pi publishes a limited number of books every year, selecting those projects that best support the mission of the Society, which is dedicated to scholarship and excellence in education.

If you wish to have us review and consider your proposal, please follow the instructions on the next pages, which will help you prepare your proposal. Please submit your proposal electronically to kathiejo@kdp.org.

We look forward to receiving your proposal.

Sincerely,

Kathie-Jo Arnoff
Director of Publications
Kappa Delta Pi
International Honor Society in Education
www.kdp.org

Preparing Your Proposal

- Kappa Delta Pi Publications needs to be sold on the viability of your book and its potential market. An individual can be passionate about his or her interest, and may think everyone else will be too, when the market actually may be relatively small. We need to be reassured with facts and figures that there is a viable market for the book.
- Be sure that your proposal is brief (maximum 6–10 pages).
- A panel of editors and subject matter experts will review your proposal after which we will contact you as soon as possible.
- Proposals will not be returned. Remember to keep a copy.
- The main criteria for selecting a book are its marketability (intellectual appeal and financial viability) and your qualifications as an author (your writing and editing experience and demonstrated ability to convey your thoughts clearly and engagingly).
- Incomplete proposals will not be reviewed. See below for proposal components.

Proposed Book Idea

- Who is the target audience for the book?
- Is this book intended to be a textbook, a supplement, or a stand alone?
- What is the proposed title of the book?
- Please provide a brief conceptual summary of the book (in three to five sentences), describing the theme, purpose, and overall structure.
- Please list your proposed chapter titles.
- Please include a sample chapter or section that you feel is representative of the proposed project. You also may include up to two (2) additional samples of your writing, if they represent the style that you plan to use in your book.
- What is your timeframe for completing the first draft of your book manuscript?

Author Qualifications

- Please list your previously published works.
- Please describe your recent editing experience, if any.
- What other qualifications would enhance your ability to complete this book (e.g., credentials that confirm your expertise on the topic, marketing experience, speaking experience)?

Market Information

- How does this book compare to other books currently available on your topic? Please supply specific information—title, date (year of publication), publisher, number of pages, and price—as well as an explanation of how your book will be different from each of the competing titles.
- Who is the potential buyer of your book? Describe a typical buyer in terms of education, job function/title, professional interest, years of experience, etc.
- How big is the market? Please list the sources of your data.
- Will the readers in this market spend money to buy the book? What is the highest price that you think would be acceptable and successful, given other titles in the field?
- Bookstore appeal: Why would bookstores want to carry your book?
- Nontraditional market appeal: Describe your book's potential in non-bookstore markets, such as for classroom adoption, supplemental reading, sales at seminars, conferences, and other venues.
- Can you secure or suggest volume sales in this market? From whom? Please provide as much contact information as possible.
- Is the market predominately male or female?
- What is the average age?
- What publications would be read by your potential audience? Please provide as much contact information as possible.
- What meetings would be attended by your potential audience? Please provide as much contact information as possible.
- Are there any mailing lists you would suggest for direct-mail promotion of your book? Again, please provide as much contact information as possible.
- Are there any other opportunities to promote your book, such as other societies?