



PRUFROCK PRESS INC.TM

BOOK PROSPECTUS GUIDELINES

INTRODUCTION

Thank you for your interest in Prufrock Press Inc. and for giving us the opportunity to consider your work for publication. Past experience has shown that a book prospectus is the best way for Prufrock's staff to review an author's idea for a new publication. For this reason, Prufrock Press does not consider unsolicited manuscripts.

A completed prospectus is used by Prufrock's editorial, marketing, and production staff to evaluate the match between Prufrock's audience of buyers and the potential audience for the book being proposed. We also use the prospectus to estimate scheduling and production costs. In some cases, a prospectus is sent to independent reviewers for a blind review. **We will not consider book ideas that have been simultaneously submitted to or are under review by other publishers.**

DIRECTIONS

Please provide your book prospectus to Prufrock Press on white, 8 1/2" by 11" paper. Type your prospectus. Please indicate your name, address, phone number, fax number, and e-mail address on the first page of your prospectus only (i.e., your name should not appear on pages other than the first page for purposes of blind review).

Mail your completed prospectus to: Acquisitions, Prufrock Press Inc., 5926 Balcones Dr., Ste. 220, Austin, TX 78731. Please include a self-addressed, stamped envelope (SASE) with your prospectus. Submissions without a SASE will not be considered. Generally, you can expect to receive a response by mail in approximately 10–12 weeks.

PROSPECTUS CONTENT GUIDELINES

1. *Provide a working title for the book.*
2. *Provide a general description of the book.* Provide a brief description of the book and its purpose. Also, provide a rationale explaining why the book is appropriate for the gifted and talented or special needs education market.
3. *Describe the book's target market and any related marketing information.* What grade levels will the book target? Will this book appeal to both

teachers and parents? If your book is designed for the university and staff development market, please provide as much specific information as possible as to the types of courses in which your book might be adopted. If you were marketing the book to the audience you describe, what major selling point would you emphasize?

4. *Provide an annotated table of contents.* The annotated table of contents should describe each chapter in a sentence or two. For edited volumes, the names and affiliations of proposed chapter authors are needed, with indications as to whether the authors are already committed to write the chapters.
5. *Describe any competing books and your book's advantages or unique qualities.*
6. *Indicate how long you plan the book to be.* For edited books, please approximate the page length of each chapter.
7. *Describe when you anticipate completing the first draft.*
8. *Describe ways in which you will be able to help promote your book after publication.* It is very important for an author to be willing to help promote his or her book in addition to the promotional push from Prufrock Press. Think about how you would take part in this very important—and ongoing—aspect of the publishing process. Be creative! For example, do you have an online presence such as a blog or Facebook page on which you'd discuss your book? Would you be willing to set up and do a signing at your local bookstore or contact local news outlets that might consider reviewing your book? Do you attend and present at regional and national conferences on topics that relate to your book?
9. *Provide a copy of your CV or resume with your prospectus.*

If you need clarification regarding any of these points or have other questions, please feel free to e-mail your questions to editorial@prufrock.com. **Phone calls concerning book ideas will not be accepted.**

Thank you for your interest in Prufrock Press Inc. We look forward to receiving your book proposal.