



SAGE Proposal Guidelines

Thank you for considering publishing with SAGE. This document is a brief outline of what commissioning editors find useful in a book proposal. We welcome proposals from new and established authors, at different stages of their career, and will work with you to develop and shape your ideas.

SAGE publishes a variety of types of book, including student textbooks, study and research skills guides and books for professionals. Not all of the questions below will be relevant to your proposal, but the more information you can provide, the more likely it is that your proposal will satisfy our commissioning criteria.

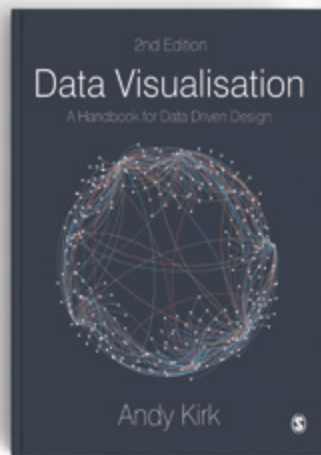
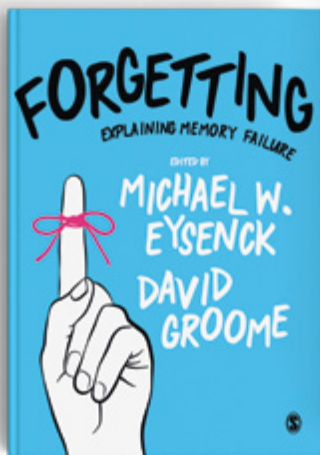
Please do not hesitate to get in touch with the relevant commissioning editor if you have any questions about drawing up your proposal.

Where to send your proposal and how to get in touch

Please send your proposal by email to a named commissioning editor* at:

firstname.lastname@sagepub.co.uk

* You can find a list of commissioning editors and their subject areas on the [SAGE website](#)



Who will read your proposal?

- **The commissioning editor for your subject area**
The commissioning editor will be looking for a clear rationale of how your proposed book will fit with the market and how it will compare to competing titles.
- **Academics approached for peer review**
We may ask peer reviewers to assess the approach, rationale and content of your proposal and discuss its strengths and weaknesses. Depending on the type of book, they may also be asked about the proposed pedagogical features and the place of the book on course reading lists and in the market at large.
- **SAGE's editorial board**
The board will look at the proposal in the context of any reviewers' comments and its overall market potential, placing particular value on the book's unique selling points and any market information (for example, course outlines and student numbers) that supports a new text in the area.

How long should your proposal be?

Proposals need to be long enough to give SAGE and your reviewers enough information and a 'feel' for the book without getting too long. As a rule of thumb, your proposal should be around 6 to 10 pages in length and your CV no more than a page.

What to include in your proposal

1. Proposed title, author name and date

Suggest a title that you think best reflects the content and indicate this clearly at the top of your proposal document. If you are offered a contract, the order of authors will be taken from this document until you advise us otherwise. Please remember to date your proposal.

2. Type of book

Please tell us whether your proposal is:

- an **essential textbook**: aimed at a student course for which this book is likely to be the main textbook used.
- a **supplementary book**: to supplement a course or courses as additional reading to the main textbook used. It may also be of interest to researchers and practitioners and may be an edited text.
- a **reference work**: an edited collection of original chapters (a SAGE Handbook).

If you are proposing a textbook or supplementary book, how would you use the book in your own teaching and with how many students? Would there be any interest from your institution in buying print or electronic copies for individual students or the library?

Do you have any contacts at other institutions who may be interested in using the book? Please provide a list if you have the names to hand.

3. A synopsis of the book including coverage of:

- **The topic**: please outline the subject of the book, the courses it is intended for and the level (e.g. lower undergraduate).
- **Blurb**: imagine the book has published. Write a short blurb of up to 200 words selling the book, its features and benefits, and the needs that these address.
- **Length**: what do you anticipate will be the eventual length of your proposed book in terms of word count and manuscript pages (roughly 425 words = 1 page)?
- **Elevator' sales pitch**: tell your audience in a couple of sentences what is new/different/interesting/better about your proposed book and what will make it a must buy for the relevant readership.

4. Making your proposal meet the needs of your audience

For textbooks and supplementary titles, please consider:

- What are the most common obstacles that you and colleagues face in teaching your students?
- How do the contents of your proposal meet those needs?

5. Table of contents

Please provide a short table of contents and an annotated table of contents. The short version should list chapter numbers, chapter titles and (where appropriate) chapter authors/contributors. The longer annotated version should include a paragraph's synopsis of the likely contents of each chapter.

Descriptive chapter titles are preferable to creative and imaginative titles, as they allow the potential buyer to absorb the contents of the book simply from looking at the table of contents.

If you are proposing a textbook, you should consider the typical length of the course for which your book is intended. For example, if you are proposing a textbook for what is typically a one-semester course, your contents should list about 8-12 chapters that 'map' onto typical course outlines.

6. Pedagogical features (textbooks only)

It is preferable that your textbook includes a variety of pedagogical features to consolidate what the reader has learned. Please indicate whether your text will include features such as:

- chapter objectives
- short vignette examples
- case studies with questions*
- boxed conclusion/summaries
- student activities/exercises/questions/checklists
- key terms/glossary
- annotated further reading
- or anything else that would be beneficial.

*Please indicate your plans for the inclusion of case-study and exemplary material in the text (e.g. will case studies be short/frequent/extended/boxed from the text/embedded in the text etc.). It would also be useful to tell us more about the types of case material and aim to include a broad range.



7. Diversity Equity & Inclusion

At SAGE, we are committed to publishing books that reflect our multicultural society, embrace diverse perspectives and scholarship and are written using inclusive language which is free from bias and stereotypes. By committing to this, we believe our publishing can make a significant contribution to the decolonisation of curricula and to supporting diversity, equity and inclusion in society. Please outline any steps you will be taking when writing your book to ensure its relevance to a diverse audience.

8. Online teaching resources (textbooks only)

Online teaching resources are important in some areas of the market where lecturers typically look for materials to help them teach a course using the textbook, whether that is in flipped, blended or face-to-face teaching. Online resources will be agreed as part of the book contract, so it is a good idea to discuss with your Commissioning Editor at an early stage whether they would be beneficial for your book. If you plan to provide online resources, please list the type of resources and explain how each resource will be used in teaching to complement the textbook.

In our experience, the most used online teaching resources include:

- PowerPoint Slides
- Teaching Manual – incorporating resources such as case studies, discussion questions, recommended further reading (e.g. journal articles), video, datasets
- Test Bank

A note about developing your textbook's online resources:

It is easier to develop the online material alongside each chapter, rather than at the end of the writing process, so please factor this into your writing plan. Your SAGE editor will help you finalise the writing plan when the book contract is signed and can provide you with an online resources tracker to help you collate the digital resources and any accompanying text.

9. The Market (please answer as many of these questions as you can)

- What specific courses do you anticipate your book being used on and why?
- Are these courses core/compulsory/optional etc.?
- What is the typical length of these courses (e.g. one semester or two?)
- Indicate how you view the condition of the target marketplace at present and any changes you foresee in the near future.
- Identify any centres of teaching and research excellence for the area(s) covered by your proposal.

10. Competing Titles

Please include what you consider to be the main two or three competitor texts available on the market (if there is no direct competitor, indicate the closest match), along with any indication of their success if known. In the context of each competitor's strengths and weaknesses, explain what makes your proposed text different.

11. Writing Plan

Please include a realistic schedule for completing the manuscript, including any intermediate dates for submitting draft chapters.

12. Your CV

Please enclose an abbreviated (one side) copy of your academic CV, making sure it includes your full contact details and any relevant publications.

13. Reviewers

Should we decide to send your proposal out for peer review, please advise us of any conflicts of interest or any reviewers that would be inappropriate for us to approach.

