



# SAGE PROPOSAL GUIDELINES

To ensure that SAGE can accurately assess your project, please include the following elements and address the following questions in your manuscript proposal:

## THE PROSPECTUS

**Project Description:** Describe the text and the topics you will cover. Do you have a special point of view? What approach will the book have, by way of a theme, analytic framework, or theoretical grounding? How will the content be organized? How will your text differ from its major competitors? How will it be similar? Please discuss both the print text and any digital assets—including instructor or student resources—that you feel should accompany the text.

**Unique Value Proposition:** What is your rationale for writing this text? What need or problem does your audience have AND how does your proposed book meet that need? How will your book improve student outcomes in this course? How will this book improve instructors' teaching in the classroom?

**Length:** What is the projected length of the book (in word count, as well as manuscript or book pages)?

**Pedagogy:** What illustrations (photos, tables, figures, charts, and maps) will the book employ and for what purpose? How many and to what effect? What plans do you have for special features (boxed inserts, glossaries, appendices, questions, key terms, etc.)? What student or instructor goals will these features address? What competitive advantages will they offer?

**Market:** In which course(s) will your work be adopted? What kind of schools offers this course? What prerequisites, if any, are there? What sort of student takes this course? Are you seeing any meaningful changes in the way this course is offered or taught? Are there any trends in this course in terms of content or approach?

**Competition:** What books are professors who are likely to adopt your book currently assigning? What are the strengths and weaknesses of the books against which yours will compete? Please be specific in your response, and include an assessment of at least 2-3 competing textbooks or other works.

**Schedule:** What is your schedule for writing the book? How much have you already written? What dates do you estimate for completion of a first draft?

**Credentials:** What are your credentials; teaching, writing, research experience; degrees and affiliations; special qualifications? Do you teach this course regularly?

## ANNOTATED TABLE OF CONTENTS

Please include a table of contents that describes, *in as much detail as possible*, the contents and approach of each chapter. Please include first- and second-level headings for each chapter. The more information you can provide here, the more substantive the feedback reviewers can provide.