



## Writing a book proposal for Calon

Below is a guide to the information it would help us to see in a trade book proposal, so we can decide if it's right for the Calon imprint. You can use the headings below to structure your proposal, but feel free to just use them as a guide and write it in another format if you think that would be better suited to your book. We look forward to reading more.

Please submit your proposal to [natalie.williams@press.wales.ac.uk](mailto:natalie.williams@press.wales.ac.uk).

### Title and subtitle

A strong title and sub-title help us know what your book is about. This might evolve as you write the book, which is absolutely fine, but it helps set the tone for the proposal and grabs attention.

**Top tip:** Consider an attention-grabbing title with a more explanatory sub-title

### Author/Editor name

We just need your name/s at this stage.

NB. If you're planning an anthology, please list any contributors (confirmed or hopeful) under 'content and structure'.

### Summary

Think (long) elevator pitch. By the end of this, we should know what your book will do and why we should be publish it.

- What (or who) is your book about?
- What's special and unique about it?
- What are its key themes or main theory?
- If it's about someone or somewhere, why are they important – why should we care about them?
- (If not clear from the above) What is the significance of Wales to the story? Tell us why this is the perfect book for this imprint.
- How long do you think it would be (in words)? Top tip: We are happy to accept manuscripts of a whole range of lengths, but would expect most to be between 40,000 and 90,000 words.

### Audience/Market

Who do you think your reader is? You don't need to be really specific, but give us an idea of what they like doing and what else they read/watch/listen to. Is it aimed at a particular age group? Do you think there is an international audience and who/why?

## Competitor (similar) titles

What books are similar to the book you want to write? They don't have to be on the same subject, but they might have a similar audience or be in a similar style/structure. If there are other books on the subject, how is yours different?

## About you

Why are you the person to write this book? It doesn't need to be a long biography, but it is useful for us to know about your previous experience, any relevant expertise in the field, previous publications or writing in the area and anything else you think makes you the perfect author for this book.

## Content and structure

A chapter-by-chapter outline, giving a feel for the subjects that would be included in each section or chapter. We won't hold you to this and are happy to discuss further, but it gives us an idea of the key content and the story your book is going to tell.

If your book is more personal/a memoir or experimental in style, please also include at least one sample chapter to give us a feel for the tone of the book.

If your book is not one of the above and you haven't got a sample chapter, please also include examples of your other writing for a similar audience – links to websites are fine, as are physical documents.

## Illustrations

Do you imagine the book to have include illustrations? Why and what would they add (illustrations usually cost money so they need to have a clear purpose in the text)?

Would they be line drawings, photographs, cartoons, graphs, infographics? A whole mixture? Would they be in black and white or colour? How many, roughly, would be needed?

We can help commission these and find the right illustrator for them, but it's helpful for us to have an idea of what you think this book would need to make it work.

## Publicity and marketing

How would you help us let people know about this book? How might your connections and networks help sell it?

Useful information to include is: details of social media following/any other online reach (subscribers to your newsletter if you write one, for example); press contacts; international links; places where you speak; any links with relevant associations or trade bodies; links with bookshops etc, if you've previously published a book.

## Publication date

How long would you need to write this book? Are there any key anniversaries, awareness days etc that it would be good to publish this book around?

## Potential endorsers or reviewers

Which key influencers or figures in the field might provide pre-publication endorsements or reviews for this book?

## Any other information

Is there anything else you'd like to share about your book?