

SUBMITTING A BOOK PROPOSAL

At Scion Press we publish non-fiction books with integrity and care.

Physical books will be submitted to numerous bookstores across North America and Europe. Suitable books are published electronically and are available through multiple outlets such as Google Books, Kindle and ePub platforms.

Manuscripts will be critically reviewed by an editor, with appropriate independent review from the Editorial Board and any other expert resources we deem necessary. By submitting your manuscript, you state that all material is original. Where questions exist, authors should submit copies of the material that has appeared elsewhere.

If you have questions at any stage, please do not hesitate to ask your dedicated contact or email submissions@scionpress.com

Directions for submissions:

Manuscripts must be submitted electronically to submissions@scionpress.com

Please ensure your submission title page includes (1) the title; (2) the authors' names, (please include degrees, affiliations), and contact information (names, addresses, e-mail addresses, and phone numbers).

Use the guide below to help you prepare your proposal. Following this guide will expedite our evaluation period of your work and result in a timely response to your proposal.

Excluding sample chapters, or a draft manuscript, we ask that your proposal would be in the range of no more than 4-6 pages in length.

Please ensure that all abbreviated terms are spelled out at first use and followed by the abbreviation in parentheses.

Please include written permission to use nonoriginal material—including figures, tables, and quotations exceeding 100 words—is included from the publisher of the original, and the source is credited in the manuscript. No article will be accepted as a submission without all required permissions.

Images and figures should be submitted as high-resolution files. Images and figures may be in color or black-and-white. Credit for any previously published illustration must be given, and permission from the

copyright holder must be obtained by the author and submitted with the manuscript or six months before publication. Each figure should have a caption. Acceptable file formats include:

TIFF (.TIF), Tag Image File Format;
JPEG (.JPG), Joint Photographic Experts Group; and
PDF (.PDF), Portable Document Format.

File requirements include the following:

Line art (black-and-white) should be scanned at 1200 dpi
Color and grayscale images should be scanned at 300 dpi

Save each image/ figure as its own file in a numbered sequence and provide a Word document list with corresponding captions.

Synopsis

Please write a brief synopsis (approx. 250 words) which would describe your book to an interested reader.

Aims and Goals

What is your book about? What is the main theme and what are the objectives?

Table of Contents

Please provide a simple table of contents including chapter headings and contributor names.

Chapter Synopses

- a) Please list working chapter headings and provide a short paragraph of explanation on what you (or your contributors) intend to cover in each chapter.
- b) If sample chapters or a draft manuscript are available, please send this material by email to submissions@scionpress.com

Length and Schedule

- a) Approximately how many illustrations do you plan to include in the book? Please refer to the artworks submissions guide when submitting the illustrations/photographs.
- b) What is the estimated length (number of words) of your book at this stage? Does this include references and endnotes? Does your title have an appendix or glossary?
- c) When do you anticipate the final manuscript will be finished and delivered?

The Market

- a) Who is your book primarily aimed towards? Who will buy it? Who will read it?

List keywords you would use for the books (readers often searching online do not know the exact title or ISBN they are looking for. Many readers are not looking for a specific book but are placing keywords into

the search engine to generate different titles. These keywords assist in how search engines determine your book to be a match.

b) Is it aimed at a niche audience?

Does the book assume the reader has previous knowledge of the topic and language used or does it introduce the topic?

c) Is the topic of your book widely introduced through other published works? If so, how will that affect the marketing of your book?

d) Is there a peer market?

e) Do you have any connection to a relevant body that may endorse the book? Do you already have endorsements for the back jacket?

f) Does this topic have an international interest outside your home country? If so, where and why?

g) Will your book be suitable, required or recommended for academic audiences or specific professional groups? If so, does it have a workbook that will be available?

Competition

Please list books which are either directly in competition with your book or else could be related, in some way, to your submission.

Please list the following details: author, title, publication date and price.

Write a brief explanation of the ways in which your proposed book is or will be different from the related title.

Please give a brief description on what incentives a reader has for seeking out your book. What type of information is available on the web about your topic freely?

Marketing Leads

Marketing a book at an early stage is an important step in ensuring the success of your work when it hits market. We appreciate your input on the following questions:

a) Key selling points:

Please list at least three brief selling points that would make your book appealing to its intended audience.

b) Societies and Organizations: Do you belong to any societies, associations, or organizations that could be used for promotional purposes? Please provide a list.

c) Other sales opportunities:

Do you plan to use the book in your own speaking circuit or consulting work? Please provide details of how you would use the book, including the likely effect on sales.

Do you anticipate purchasing copies of the book yourself to give to participants/partners or guests? Will you require copies to be available for sale at your event by Scion Press?

About the Author

Please provide a brief biography here. This includes any credentials, titles, accomplishments, or previous works published. You may also provide a picture which may be used on the biographical page or exterior of the book.

The Evaluation Process at Scion Press

Your proposal will be looked at closely by the most suitable Scion Press editor.

The editor will consider several questions:

- a. Does the content of this book fit within our values?
- b. Are the contents of this book verifiable?
- c. Is there a market for a high-quality book on this subject?
- d. What evidence is there for this market?
- e. Will the book sell locally and internationally?

Board Meeting

The Scion Press team holds frequent board meetings with our members to determine the approval or denial of new book proposals. The results of these board meetings provide the agreed decision of:

- a. Approval
- b. Rejection
- c. Provisional approval (subject to certain revisions)

Once the book proposal has been approved by the board, we will send a contract to you. It is important at this stage to agree upon a realistic delivery date for the manuscript and an acceptable title for the book.