



## Proposal Guidelines for a Professional or Clergy Book

General notes:

- Electronic submission is required.
- Do not send a complete book manuscript; please submit a book proposal instead.
- Please understand that it can take up to two months to evaluate your book proposal.
- Unsolicited submissions do not automatically receive a response.
- If you are sending the proposal to other publishers, please indicate that you are doing so.

Your book proposal should include the following ten elements:

1. **Title of the book.** Include the tentative title and subtitle for your book.
2. **Author contact information.** Please include your name, mailing address, email address, and phone numbers. Attach a current CV that details your present position, educational background, and previous publications, with special emphasis on how you are qualified to write the book you are proposing.
3. **Book description.** In 200-250 words, describe the book you are proposing. What is its nature, focus, purpose, or argument? What is its central thesis? Imagine that you are writing the jacket copy for the back cover of your book, or a description that would go into our catalog. What would you say to convince a potential reader to buy this particular book?
4. **Annotated Table of Contents.** Provide the working Table of Contents for your book, chapter by chapter. (If there are several parts or sections, group the chapters into those parts.) Beneath each chapter, include a brief (100-word) description of the chapter's contents. This summary should explain the focus and development of the chapter and indicate how it advances the argument of the whole book.
5. **Audience.** This section will give your insights into two basic questions: 1) Why is your general topic important to readers, and what signs exist that there is a market for another book on this topic? 2) For what level of audience is this specific book written? Is it accessible enough for all clergy to read, or is it more specialized? Does the book have potential for course adoption in seminaries? If so, for which courses? What periodicals and journals are read by the pastors who might buy this book?
6. **Author involvement.** Please detail the ways in which you plan to promote the book to potential buyers. In what denominational organizations do you exercise leadership? In what places have your previous books been reviewed? What colleagues might provide endorsements or a foreword for your book? How often do you lecture at churches, lead workshops and retreats, or speak at conferences about the book's topic?

7. **Competition.** Please describe a handful of competing and complementary titles on this topic, giving publisher and year. What does your book offer that these others do not? How will your book be superior to or different from them?

8. **Manuscript length.** What is the estimated word count for the proposed book? (Figure approximately 300 words per double-spaced page in Times New Roman font.)

9. **Date of completion:** Indicate the date by which you expect to submit a completed manuscript.

10. **Sample pages.** Enclose a sample of the book, preferably the introduction or a first chapter that lays out the argument of the work as a whole. Focus when possible on explaining the benefits the book will deliver to its readers. How will their ministry, and their life, be made better by what the book provides?

Send your proposal to: [submissions@wjkbooks.com](mailto:submissions@wjkbooks.com). Please include your last name and proposal title in the subject line of your email.