



Submitting a Proposal to IVP Academic's Studies in Theology and the Arts (STA) series

Please include the following:

1. *A cover letter* (about two single-spaced pages) including:

- A concept statement.* In 50 to 100 words summarize what the problem or main issue is that your book will address, the subject and scope of your book, who you are writing for and what benefits it will offer readers.
- Your passion for the book.* Tell why you are passionate about the idea for your book, why your message is important, and how it will make a difference.
- Who the book is for.* Explain who the audience is, how you know those who are in your target audience and why your book will communicate effectively to them.
- The length of the book.* Estimate how many typewritten, double-spaced pages it will be or its projected word count.
- The schedule for the book.* If the book is not already completed, tell us when you think you would have the first complete draft ready to submit.

2. *A chapter-by-chapter summary.* Outlines are not helpful because they only list the topics to be covered and not what you intend to say about those topics. Instead provide one or two paragraphs summarizing each chapter.

3. *A review of competing/similar books.* List four to six of recent books that are most similar to yours. List title, author, publisher, price, length for each. In a couple sentences explain how your book is different from each similar book.

4. *One or two sample chapters.* This will allow the editor to see how you write as well as give a sample of the level, tone and approach you will take. An introductory chapter and a representative chapter from the middle of the book are best.

5. *Images.* Do you expect or would you like for your book to include images? If so, how many images do you have in mind? Color insert vs. B&W (or both)? Since images are part of the content that authors are responsible for, have you considered how you intend to pay for costs such as permissions (e.g., out of royalties, personal funds, outside funding)?

6. *Biographical information.* Identify your background and what your credentials are for writing on this topic, including any terminal degrees in your field (e.g., PhD, MFA). Mention what you bring to the table that can help sell the book, including potential endorsers, regular conferences you speak at, organizations that would participate in promoting the book or buying copies in bulk, and the like.

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