

## Developing a proposal for a book

Primary English Teaching Association publishes a range of books, from practical handbooks and student texts to collections of articles new and emerging areas of interest in literacy and literacy teaching. The preferred maximum word count is approximately 30,000.

**1. Working title**

**2. Rationale for the book**

What is this book about?

Why does this topic deserve a book?

Why this book?

Why now?

What's the national context?

Why would this book be of interest to the whole e:lit membership throughout Australia?

For how long will this book be relevant and popular?

**3. Target audience**

- upper primary school teachers
- lower primary school teachers
- beginning teachers
- specialist group

**4. Approach/treatment proposed**

a) A brief statement of your personal beliefs about literacy

b) Outline of the approach/treatment (with a focus on the 'how' rather than the 'what')

e.g.:

- case studies, followed by discussion of issues
- presentation of different views
- practical guide with examples

c) Justification for this approach

**5. Outline of content**

a) list of chapter headings etc

b) inclusion of a glossary

c) inclusion of an index

**6. Sample of writing, including practical example if relevant**

Sample is designed to showcase writing style as well as substance - it may be directly related to the proposed topic or an extract in a similar style from a previously published or unpublished piece of work.

**7. Production issues**

a. length of book

b. amount and type of artwork to be included, e.g. will include about 20 samples of student writing; will require 24 line drawings.

c. amount of copyright material to be included, e.g. each methodology section will include an activity string taken from commercial publications

**8. Notes on author/s, including contact details**

Please include email, mailing address and home, work and mobile numbers

This is our preferred proposal format, however, authors are welcome to submit concepts that may not fit this format and to contact the Publisher at Primary English Teaching Association office to discuss ideas. We also suggest that you visit our website to familiarise yourself with the type and style of publications currently available.

Telephone: 02 9565 1277

Email: [info@elit.edu.au](mailto:info@elit.edu.au)

Website: [www.elit.edu.au](http://www.elit.edu.au)