

NAFSA CONTENT PROPOSAL:

Books, Digital Downloads, and Brochures

Please review the following proposal outline as you prepare your content idea.

Your submission should include a direct response to each question outlined here, under separate cover.

Proposals should be e-mailed to publicationsmailbox@nafsa.org. The submission of a book proposal does not guarantee that the proposal will be accepted or that a contract will be issued. The proposal may be sent out for external review, circulated to editorial and marketing colleagues, and subject to editorial board review. The review process varies in length depending on the nature of the project, and the time of year of the submission. NAFSA will not consider doctoral dissertations or master's theses, academic papers, journal articles, or conference proceedings.

Content Information:

1. Suggested title, and rationale for title
2. Brief summary (500 words)
3. Suggested editor/author(s), biography: please include any relevant professional associations or social media statistics
4. Provide a table of contents and summary of each chapter (as an attachment to this proposal); each chapter summary should be about three sentences
5. Provide suggested peer-reviewers for this proposal
6. How does this book fit in with [NAFSA's International Education Professional Competencies](#)?

Marketplace Information:

1. What previous publications might you compare this title to, and why?
 - a. What makes your project different?
 - b. Where do similar titles fall in popularity (i.e., ranking on popular book-buying websites?)
 - c. What do user or professional reviews of these titles have to say about the content?
2. Define the audience for this book as specifically as possible: e.g., professions, level of career achievement.
3. Where does your audience typically read or access information like this project?

Production Information

1. Describe the look and feel of the final product. How many pages will this be? (In Microsoft Word page count for text-heavy projects. For digital downloads or brochure, consider both the raw text as well as the number of pages in the final form)
 - a. Book:
 - i. Hardcover or paperback
 - ii. Richly designed or black and white simple text
 - iii. Photography, illustrations, and/or tables
 - b. Digital download:
 - i. Is there an existing template that will work?
 - ii. Will this require new infographics, a more involved artistic process, etc.?
 - c. Booklet or brochure:
 - i. Review existing NAFSA brochures to get an idea if your project may require additional description or planning.
2. Will you be re-using any previously published text or copywritten material? Describe these needs and note obtaining permission falls on the author.
3. Describe any special photo or design needs, including a workbook, fillable forms, glossy photos, or illustrations. Please note, obtaining permission for the re-use of other people's photos or illustrations falls on the author.
4. Does this publication tie into special events or have specific timing requirements?

Promotion:

1. Where would you advertise this if you could?
2. What professional organizations would be interested in this material?
3. What conferences or events would fit with this idea?
4. Are there social media groups interested in this content?