

Landauer Publishing

BOOK PROPOSAL GUIDELINES

In preparing a book proposal for review/discussion, please include the following:

1. Author Profile and The Book Concept

A brief paragraph about the author, including author website, your skills, teaching experience, and inspiration or reason for writing this book. Include your contact information, including email.

The project concept -- the vision -- for the book, the intended audience and why the book is needed/different from what is currently available.

Please include tentative specs for the book: working title, proposed projects (how many/range), special features (e. g., an essay promoting/romancing the history/concept/author, unique teaching section, DVD, location photography, special needs such as full-size patterns).

2. A Table of Contents (proposed project list, that should illustrate project variety/balance)

3. Sample projects showing the quality of the work (these can be photos)

4. A sample of how-to instructions, diagrams and illustrations for 1-2 projects (rough or finished)

5. Author expectations from the publisher (e.g. guarantees, royalty rates, etc.)

6. Time frame (your best estimate on how long it will take you to complete the proposed projects and manuscript)

Landauer works as flexibly as needed to bring an accepted book project to life. We have worked with authors who can provide a completed book ready for production with our involvement limited to shaping and reviewing the project at agreed upon intervals. We have also worked with recognized artists/designers who have relied on us to create entire books from scratch including how to/illustrations, photography, design, edit.

The most common arrangement is to share responsibilities. These are spelled out in the agreement. Authors provide the finished projects, accurate how-to instructions, rough or finished illustrations and they may participate in photo planning/sessions. Landauer provides book project management through each author/publisher approval stage. The publisher edits the manuscript/instructions, designs the book and cover, photographs the projects, prepares the book for production, produces, markets and distributes the book. Prior to production, a finished laser copy is sent for author approval.

Landauer strives to publish books that are more than project books. We require quality. We look for clear concepts. Books often include a technique section or other features enabling us to enhance the book and expand the audience. Most importantly, we prefer to publish works that will sell for many seasons and lend themselves to add-on product and new editions. Authors are expected to take an active role in promoting their books such as attending and introducing their book at Quilt Market, engaging in teaching, maintaining a website/blog, creating a promotional project pattern for social media and/or magazines.



For more information, contact:

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