FREQUENTLY ASKED QUESTIONS BY PROSPECTIVE AUTHORS

1. **Why should I write a book for the Real Property Trust and Estate Section (RPTE) of the ABA?**
   
   You are knowledgeable and experienced in the substantive content of the book. The subject matter is timely either as a classic topic not recently treated or as a changing area of the law caused by recent case law or legislation. You have the time and inclination to write. Publishing through the RPTE provides an opportunity for authors to gain national recognition.

2. **What is the number of books sold by the RPTE for a particular publication?**
   
   The answer depends upon the title of the book and the audience for the publication. Generally, 1,000 copies is a good seller. In some cases, major corporations have written and published books through RPTE which they market to their clients.

3. **What royalties are paid to authors? How are royalties divided between multiple authors? Does the editor of a multi-authored book receive royalties?**
   
   Each contract is negotiated separately. Typically there is a 10% gross profit royalty paid to a single author which can be shared in the case of two authors. A royalty is not paid in the event of multiple authors with a coordinating editor(s) on a single publication but the Section does furnish those authors with a certain quantity of free copies.

   For books written by members of the same law firm or corporation (i.e. all contributing authors are from same organization), ABA Publishing can provide customized covers and bulk sale prices.

4. **How long should a book be?**
   
   Average length of a book is 200-300 pages, but a publication could exceed that and be hundreds of pages. Entirely dependent on the topic and the author’s determination of the depth and breadth it should cover.

5. **Should the book contain forms?**
   
   Absolutely, if appropriate for the subject matter. Forms help sell books! Our publications are primarily for practitioners who always appreciate forms they can use in their practice.

6. **What is the process for having a book published by RPTE?**
   
b. In general: Submit a proposal to RPTE Books Committee (see the ABA Publishing Proposal Form attached as Exhibit C) for review and approval. Upon approval, a contract is entered into with ABA Publishing. An editor is assigned to work with the author. Together the editor and the author develop timelines for manuscript delivery and final publication. Once a draft manuscript is submitted, peer review is conducted. Upon completion of peer review, ABA Publishing takes over for final editing, pricing, cover design and publication.

7. What is the length of time from acceptance of proposal to publication?
Manuscripts are typically submitted for publication one year from acceptance of a book proposal and contract signing. Each manuscript is peer reviewed. Once a manuscript is in final form and approved, it is submitted to ABA publishing and is typically produced in about 80 days after that submission.

8. Is the process the same for electronically published books?
Yes. Note that all current titles are presently being produced both in paper and electronic formats.

9. Is there a style sheet available to assist the author in developing an appropriate format for the book?
Not at this time.

10. Can a book have multiple authors?
Yes, but these types of books also require at least one of the authors to serve as the editor for the book.

11. If a book does have multiple authors, how does the Books Committee ensure that there is consistency of format and style before submitting for publication?
This is a challenge for the editor(s) of the book, who must organize the authors and coordinate amongst them to achieve consistency of format and style.

12. Can an author use material in a book that has previously been used for other purposes (i.e. CLE, magazine article)?
Yes! This is often a source for our book authors; however, copyright matters and releases, if needed, will have to be worked out prior to entering into a contract.

13. Is there any revenue sharing with ABA Publishing?
There is no revenue sharing with the ABA. Remuneration is in the form of a royalty.
14. **Will the editors of the RPTE Books Committee provide the necessary expertise to review a book for substantive content?**
Yes.

15. **Will the author have any input prior to the book being type set?**
   *Not generally, but see No. 3 above. If an author has a very definite vision for the cover design of the book, RPTE and ABA Publishing will work with the author to achieve a satisfactory result.*

16. **What is the role of the Editors on the RP Books Committee? On the TE Books Committee?**
   *Editors on both the RP Books Committee and TE Books Committee have a similar focus.*

   *The Acquisition Editors generate book ideas and identify authors to write the manuscripts.*

   *The Book Editors manage the overall peer review process of the manuscripts.*

   *These are distinct efforts on the RP Books Committee and combined on the TE Books Committee. So an RP publication will have both an Acquisition and Book Editor while a TE publication will have one Editor that serves both capacities.*

   *Among the criteria Book Editors focus on during the review process is accuracy and whether the book provides a significant review or analysis of the topic, contains sound scholarship and is of practical interest. A timeline is generated identifying all of the books and authors in the pipeline. The Book Editors work with the editors to see that the manuscripts they are responsible for are reviewed and completed in accordance with the timeline.*

   *Above all, RP and TE Book Editors are seeking to identify manuscripts that are practical, reasonable and straightforward and have a style that is appropriate to the subject/audience.*
BOOK PUBLICATIONS PROCESS

BOOK IDEA

- Author / Editor selected; Author / Editor submits **Publication Proposal** to Committee Chair and Executive Editor

- Board reviews proposal at next regularly scheduled meeting (or by telephone conference where necessary)

- Proforma required

- Board approves, disapproves, conditionally approves or seeks more information on proposal; outline and sample chapter are submitted; if proposal is accepted, Executive Editor drafts contract and a Committee Liaison for book is selected

- ABA Executive Editor negotiates and issues contract in consultation with Chair

- Executive Editor / Committee Liaison works with Editor to develop manuscript and timeline for completion

- First draft of manuscript sent to Chair, Executive Editor, Board Liaison and Peer Reviewer (typical review is 30 days)

- Author / Editor revises manuscript based on reviewer’s comments and suggestions and submits final draft

- Chair, Executive Editor, Board Liaison review final draft

- If manuscript meets Committee’s standards, Chair “signs off” on final draft otherwise Chair works with Executive Editor with Board Liaison to make necessary changes

- Manuscript goes into production
The Entity Book Publishing Process—A Quick Guide

ABA Publishing is dedicated to helping ABA entities achieve their strategic publishing goals by providing professional editorial, marketing, design and production services. This guide is intended as a quick reference to the book publishing process. The goal of this document is to clarify the roles and responsibilities of your Book Board and ABA Publishing. A publishing workflow diagram is included as a reference. Other documents are included to illustrate points throughout the process.

Throughout the book publishing process an ABA Publishing team consisting of an editor and marketer are the primary contacts in supporting the entity

1. **Book ideas**: Because Book Publishing Board members themselves have expertise and contacts with practitioners in a given area, ideally the Board is the primary driver for developing a pipeline of titles consistent with the entity’s book publishing strategy

   a. **Generating book ideas** – Book ideas can come from virtually any source, but the Board should set down some guidelines for the type of titles that are desired as well as suggestions for specific titles and perhaps authors. ABA Publishing can help the Board structure a coherent title list by mapping areas of topics against possible book audiences to suggest title/series opportunities. Sample maps are included to provide you with some idea of this process. These are illustrative only. Each entity’s map is developed in close consultation with the Board. The goal is to make the best use of the entity’s publishing resources to achieve the best financial and mission results.

   b. **Gathering book ideas** – Each idea is captured in a Book Proposal filled out by the author or other person (such as a Publication Board member). These proposals should be sent to both the Board Chair and the appropriate Executive Editor at ABA Publishing so that proposals can be considered in an orderly and efficient manner.

2. **Proposal Evaluation Process** – To ensure proper consideration of each idea in the context of the entity’s strategy, there should be a two-part evaluation process.

   a. **Initial evaluation** – Each proposal should be evaluated initially for fit with the entity’s publishing strategy, including the existence of similar types of books on other topics (i.e., whether a series can be developed), fit with the needs of the profession and the particular audience (e.g., types of attorney or industry). Ideally this evaluation would be discussed at a meeting of the Publication Board, including representatives from ABA Publishing editorial and marketing functions, after each member has had a chance to review the proposal in
advance. If the Board decides not to proceed with a particular title, the Chair should notify the submitter of the Proposal.

b. **Preparation of Business Case** -- For each proposal approved at the initial evaluation stage, ABA Publishing will prepare a business case for the book. The business case will include:
   i. a clear specification of the book's content,
   ii. a competitive analysis that includes price review and proposal,
   iii. a distribution plan with projected revenue from each source,
   iv. a title P/L showing projected revenue, expenses and profit over the lifetime of the book.

c. **Final evaluation** -- Based on the initial evaluation and the business case, the Board will formally approve or reject the book proposal.

3. **Acquisition Process** – Once the Board approves a titles for publication, the following acquisition steps are taken:

   a. **Board member liaison** – The Board assigns a Board member to act as liaison in ensuring that the title publishes per the proposal as to content and timing. Primary responsibilities are:
      i. Suggesting authors and making initial author contact if necessary.
      ii. Securing peer review of the manuscript.

   b. **Author acquisition** -- ABA Publishing staff can assist with author acquisition and in all cases develops, negotiates and finalizes the book contract with the author(s).

   c. **Manuscript generation** -- ABA editorial staff will be the primary contact with the author(s) during this process and will keep the Board apprised of progress. ABA editors will consult with the Board member liaison as necessary to move this process along.

   d. **Administrative matters** – ABA Publishing handles all administrative matters connected with the title, including:
      i. Securing approval of the title from the ABA Standing Committee on Publishing Oversight (SCOPO). All titles must be approved by SCOPO and this approval is typically granted as a matter of course.

4. **Editorial Process** – ABA Publishing editorial staff completes final editing of the book and coordinates printing of the book with the ABA Publishing production department. Steps include:

   a. Coordinating changes upon peer review
   b. Independent manuscript review.
c. Overseeing copy editing.

5. Production Process – ABA Printing Administration maintains a list of experienced, approved vendors to take the book from manuscript to printed copies as expeditiously as possible.
   a. Copy editing – ABA editorial staff work closely with outside copy editors to ensure
   b. Typesetting – ABA editorial staff coordinate review of type-set pages with authors.
   c. Printing – ABA Printing Administration coordinates printing with a group of established printers to ensure high quality books in a variety of formats, including soft-cover and hard-cover.

6. Marketing Plan – After receipt of the manuscript is assured, ABA Publishing marketing staff develops a book marketing plan and presents it to the Board. Each plan includes:
   a. Description of target audience
   b. Description of marketing communications
      i. Event marketing
      ii. Direct marketing (e.g., email, direct mail)
      iii. Influencer communications, (e.g., reviews, Blogs)
      iv. Advertising (e.g. in entity publications)
   c. Description of sales channels
      i. ABA Web Store
      ii. NBN distribution
      iii. ABA Package Plan program
      iv. State and local bar program
   d. Associated CLE opportunities

   a. Execution of marketing plans begins with advance selling activities when publication date is known.
   b. ABA Publishing provides regular reporting on book sales.

8. New edition – editorial staff works with authors and Publications Board to determine the timing of updates on the basis of developments in the law or forestalling staleness.
ABA PUBLISHING PROPOSAL FORM
SECTION OF REAL PROPERTY, TRUST & ESTATE
PUBLICATIONS DEVELOPMENT BOARD

Thank you for your interest in ABA Publishing. Please complete this proposal form and submit to Jeffrey W. Salyards, Executive Editor, ABA Book Publishing (contact information is below). Along with this proposal, please include a brief outline or table of contents and an introduction or sample chapter, if available. Any additional supporting materials are always helpful as well.

All proposals are reviewed quarterly.

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Proposal submitted by: __________________________________________________________

Address: _____________________________________________________________________

City/State/Zip: _________________________________________________________________

Business Phone:______________________ Home Phone:_______________________________

E-Mail:__________________________ Fax Number: _________________________________

A. INFORMATION REGARDING THE CONTENT OF THE PROPOSED BOOK:

1. Working title: _____________________________________________________________

2. Briefly describe your proposed book.

________________________________________________________________________

3. At what level will the subject matter be treated?

□ Beginner          □ Intermediate          □ Advanced
4. a.) Do you know of any other publications that cover the same or similar subject matter? Please list them.

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

b.) If there are other publications that cover similar subject matter, how will your proposed book differ from others on the same subject?

__________________________________________________________________________

5. What is the proposed length of your book in typewritten pages (number of 8 ½ by 11, 12 pt typed, double spaced pages) ___________. (Please keep in mind that 100 pages of typewritten pages translate into 69 pages of typeset pages.)

6. Do you think your proposed publication should be supplemented or revised in the future?

☐ No  ☐ Yes    If yes, how often will you prepare the supplements? _________________

Do you have the commitment from authors and contributors to produce timely supplements?

__________________________________________________________________________

7. Please attach an outline and/or a proposed table of contents. If one is not available, when will your be able to produce it? _________________ Please also send a sample chapter, if available.

B. INFORMATION REGARDING THE AUTHOR(S)

1. Author (check one)

☐ individual author    ☐ multi-author    ☐ ABA Committee________________________

2. Name and address of editor/author(s) if different from “submitted by” on page 1; if a committee work, please supply name and address of primary contact for the book:

__________________________________________________________________________
__________________________________________________________________________

3. Please identify any other book(s) and articles you have written and have had published.
4. Are you a member of the ABA Section of Real Property, Trust & Estate?  □ No  □ Yes
   If yes, please identify the committee(s) of which you are a member.

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__________________________________________________________________________

5. Individual authors, please attach your resume(s) or CV(s), including: any awards; media
   appearances; key-note speaking; seminars, workshops, or conferences taught, led, or on
   which you served as a panelist; previous publications (articles, monographs, etc.)

C. COPYRIGHT INFORMATION
1. Has the book you propose here been previously published in any format by any other
   publisher? If so, please give details.

__________________________________________________________________________

2. Will it be necessary to obtain any special copyright releases for any material to be reprinted?
   □ No  □ Yes  If yes, please describe the necessary releases and the holder of the
   copyright and estimate the likelihood that the holder of the copyright will consent without
   additional costs to the ABA.

__________________________________________________________________________
__________________________________________________________________________

D. INFORMATION REGARDING REVIEWING/EDITING BOOK
1. Proposed Timetable
   a. Final outline submitted by: ________________________________
   b. First draft submitted by: ________________________________
   c. Completed manuscript to be submitted by: ________________________________

   Please note, that completed manuscripts typically are submitted one year from acceptance.
   Every manuscript is peer-reviewed. Once a final, approved manuscript is submitted to ABA
   Publishing, a book typically is produced in four to six months, depending on the length of
   the manuscript.

2. In your view, what Real Property, Trust & Estate Law Section committee(s) address(es) the
   substantive area of your proposed book?
3. Will your manuscript require cite checking or blue booking?  □ No  □ Yes  If yes, what types of references will need to be checked, and how extensive are the citations?

E. INFORMATION REGARDING BOOK PRODUCTION FORMAT

1. What software will you use to prepare the manuscript? (ABA Publishing prefers Microsoft Word for text files.)

__________________________________________________________________________

ABA Publishing books are usually produced in paperback and in 6 x 9 or 7 x 10 format. If your book would differ from this norm (such as three-hole punch or 8 ½ x 11 format), please describe why this format would need to be used.

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2. Will your book benefit from being published with a CD-ROM containing charts, forms, other appendix-type material? If so, please describe the contents.

__________________________________________________________________________

3. Please list any special features that you plan to include in the book, such as illustrations. Will you be able to provide the illustrations or do you need assistance from ABA Publishing on the graphics?

__________________________________________________________________________

F. INFORMATION REGARDING MARKETING

1. What is the target audience for your book (e.g., small, medium, large law firms; practicing attorneys; non-attorney professionals; corporate counsel; litigators; legal administrators; law schools; etc.)?
2. Please identify any persons who might be appropriate to write a review for the finished book.

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3. Please identify any persons who might recommend the book and consent to their recommendations being used in marketing brochures (testimonials).

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4. Please suggest any special marketing strategy or promotional ideas you may have.

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G. MISCELLANEOUS
1. Please include any other comments helpful to support your proposal.

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All proposals will be reviewed by the Publications Development Board at its quarterly meetings.

Please submit your proposal to:

Jeffrey W. Salyards  
Executive Editor  
ABA Book Publishing  
American Bar Association  
321 North Clark Street, 20th FL  
Chicago, IL 60654-7598  
Phone: 312-988-6288  
Email jeff.salyards@americanbar.org  
Fax: 312-988-6030

Cc:  
Richard M. Frome  
Chair, Real Property Publications Development Board  
Email: Rmf@fromelaw.com  
Fax: 212.751.2235