Date:
Submitted by:
Business Phone:
Email:

Subject of Publication:

Working Title:

1. Describe the scope and purpose of the publication. Will your approach be primarily "how-to," or theory, and/or law and cases, forms and checklists, etc.?

If you are proposing a new edition of existing work, you may limit your information to the ways in which the new edition updates and expands upon the previous edition.

2. What is the source of the material for the planned publication (individual author, multi-author, committee project, etc.)?

3. Who are the intended authors/editors? What is their expertise in the subject? Do you have any authors committed to the project? If so, list their names and addresses. (Please attach brief biographies and samples of previously published writings.)

4. At what level is the subject matter treated (beginner, intermediate, advanced)?

5. Do you know of any other publications (ABA and non-ABA) that cover the same or similar subject matter? If so, please list them.

6. How will your proposed book differ from others on the same subject? What is distinctive about the book’s topic, organization, or treatment that should compel people to buy this book?

7. Might your proposed publication be better as a short article in an ABA or Section magazine or journal? (Leave blank if not applicable.)
8. Could this publication be supplemented or revised in the future? If so, how often and to what extent?

9. What is the target audience (small, medium, large law firms; practicing attorneys; non-attorney professionals, corporate counsel, litigators, legal administrators, etc.)?

10. Please list a major benefit for each of these specific audiences/markets? Why do you believe they need it?

11. If a commercial firm is involved in this project, please supply specific information on the proposed arrangements. (Leave blank if not applicable.)

12. Is this publication being done in conjunction with a live or audiovisual program? Yes No
   If "Yes," provide details on program dates, location, and participants.

13. What is your proposed timetable for manuscript completion?
   Outline:
   1st Draft:
   2nd (Final) Draft:

15. Indicate any specific recommendations you have for producing this publication (size, format, illustrations, forms, etc.). Please list any special features that you plan to include in the book (e.g., illustrations, charts, checklists, bibliography, glossary, ready-to-use forms, sample letters).

16. Please indicate the approximate length of your finished manuscript (i.e., typed, double-spaced).

17. Please include any other comments pertaining to or in support of your proposal.

18. Please attach a preliminary table of contents or rough outline of the work.

Please send the completed form to:

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