

**American Bar Association
Tort Trial and Insurance Practice Section
PUBLICATION PROPOSAL FORM**

Date:

Submitted by:

Address:

City/State/Zip:

Business Phone: and/or Mobile Phone:

Email:

Subject of Publication:

Working Title:

1. Describe the scope and purpose of the publication. Will your approach, for example, be a "how-to" book for a specific practice area, offer analysis and application of recent legal developments, or provide sample forms or checklists, etc.?

- a. Book Idea Only. If you are recommending a book idea but would like to speak with a member of the book publishing board before completing a full proposal, please fill in the fields below that apply to the book concept you are considering. We will bring your idea to the publishing board.

- b. New Edition. If you are proposing a new edition of an existing work, you may limit your responses here to the ways in which the new edition will update and expand upon the previous edition. You are welcome to skip the other items in this proposal form.

Describe your general approach to updating:

List the significant new developments the edition will cover:

Revisions, deletions, or additions to the chapter list:

Ways in which purchasers of the previous edition will benefit from this new edition:

A typical new edition contains a minimum of 20% new content. This can include deleting information that no longer applies. Will your proposed new edition meet this threshold?

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. (Brief biographies are welcome.)

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

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

6. Please list a major benefit for each of these specific audiences/markets? Why do you believe they need it? How will they use this book?

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

8. 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?

9. Might your proposed publication be better as a short article in an ABA or Section magazine or journal? (Leave blank if not applicable.)

10. Could this publication be supplemented or revised in the future? If so, how often and to what extent?

11. What is your proposed timetable for manuscript completion?

Outline:

1st Draft:

2nd (Final) Draft:

12. Estimate the approximate length of your finished manuscript (i.e., number of pages set in Times Roman, double-spaced).

13. Any other comments pertaining to or in support of your proposal?

14. Please provide a preliminary table of contents or a chapter outline on which the work will be based. If you are working on a new edition of an existing book, consider marking notes or key updates on a copy of the prior edition's table of contents; ask ABA Publishing for a copy of the table of contents.

Return the completed book proposal to:

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