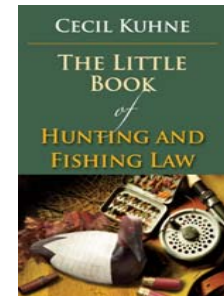
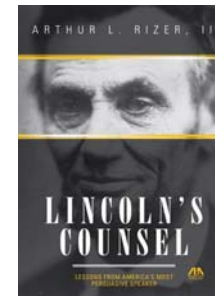




Rick G. Paszkiet
Deputy Director

April 29, 2011

ABA Publishing
Connecting the Legal Communities



Backlist Titles:

1,000 + books

FY2011 Title List:

150 + books

Markets:

**Lawyer -
Practitioner**

Academics

**General
Public**

“How can authors craft their proposals given the current content publishing options?”

traditional

electronic

hybrid

- 1. Function of Product Determines Format**
- 2. Doing Homework on Market at Proposal Stage**

“What is the publisher looking for?”

**Clearly
Defined,
Unique
Content**

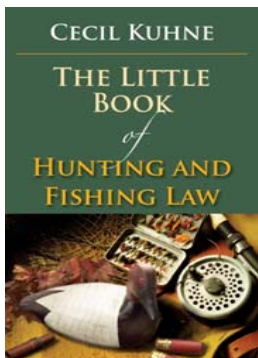
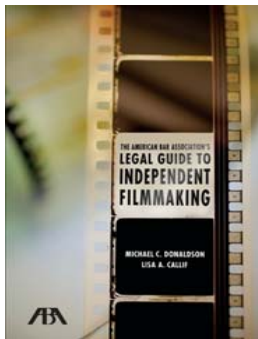
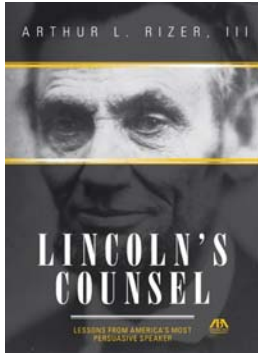
**Author
as an
“Established
Presence”**

**Author’s ability
to articulate
publishing
platforms**

**Author’s
grasp of
content use**

**Author’s understanding of
role in promoting book and
realistic expectations of
publisher’s activity**

How the author can help the publisher:



- Define audience and market needs
- Set book goals and objectives
- Develop a benchmark product roadmap
- Identify sales and distribution channels
- Indicate willingness / plan to promote book independently of publisher activity
- Indicate passion for the community — social media, expertise, previous publications, intimacy and engagement with that specific substantive community