

Would you like to Write a Textbook?

Automotive

Visual Arts

CHILD CARE

Technology

METALWORKING

Foods

AutoCAD

Building Trades

HOUSING

**Heating &
Air Conditioning**

Family Living

If the answer is “yes,” Goodheart-Willcox Publisher would be interested in learning more about you and the book or other instructional product you would like to write.

This brochure is designed to help you prepare the materials we need to determine whether your product is one that our company would be interested in publishing.

About Goodheart-Willcox Publisher

Goodheart-Willcox is one of the nation's leading publishers in the fields of Technical/Trades/Technology Education, Family and Consumer Sciences, and Career Education. Since 1921, we have been dedicated to publishing top-quality textbooks and educational supplements, and are always eager to add new authors and new titles to our growing line. Goodheart-Willcox publishes textbooks used to educate and train learners ranging from beginning students to practicing professionals. They are used in middle schools, high schools, technical schools, proprietary schools, industry training programs, community colleges, and four-year colleges across North America and around the world.

Areas in which we publish textbooks and educational supplements include:

Technical / Trades / Technology

Air Conditioning / Refrigeration
Applied Academics
Automotive
Building Trades
CAD / Drafting
Career Education
Computers
Electricity / Electronics
Metals / Manufacturing
Technology Education
Visual Arts
Welding

Family & Consumer Sciences

Career Education
Child Care, Child Development, and Parenting
Clothing and Fashion
Comprehensive
Consumer Education
Family Living
Foods / Nutrition
Housing and Interiors
Life Management
Professional

Business, Marketing & Career Education

Career Education
Computer Education
Consumer Education
Marketing Education
Visual Arts

Instructional Support Products

In addition to textbooks, we publish a variety of products used to provide instructional support, and are always eager to receive proposals for such materials. Goodheart-Willcox instructional support products include workbooks, study guides, laboratory manuals, instructor's guides, videos, CDs, DVDs, computer software, computer test banks, PowerPoint Presentations, and e-learning materials. For additional information on Goodheart-Willcox textbooks and support products, visit our website at www.g-w.com.

Preparing a Book Proposal

To help us determine whether a proposed book is suitable for our market, we ask potential authors to prepare a book proposal. This is a set of specific items that provides the necessary information about you as a potential author and the book that you propose to write.

Proposal Elements

The basic book proposal consists of four elements:

- Introductory letter
- Resume
- Book outline
- Sample chapter

Depending upon the subject area or type of product, your proposal may include other elements, such as a separate analysis of competitive products, research survey results, or examples of proposed software, videotape, or PowerPoint Presentations.



Introductory letter

The *introductory letter* is a very important element of your proposal — it is an opportunity to tell us about yourself and your proposed book before we formally review your resume, outline, and sample chapter. This is the place to do some “selling” by relating your reasons for writing the book or instructional support product and why you feel that you are the person most qualified to write it.

Describe the intended audience for your book, such as high school, technical school, or community college. This will help us determine the size of the potential market. In the letter itself, or as a separate document, you should provide a listing of the major competing products and a brief analysis of each. Indicate areas where you feel your proposed book would be an improvement over the competition. You can also use the letter to highlight your experience and qualifications in relation to this book project. Provide complete contact information in your letter, including telephone number and both postal and e-mail addresses.

Resume

Your *resume* (or curriculum vitae) summarizes your professional preparation and experience. These are elements that allow us to make an informed judgment on the qualifications you bring to the book project. Author qualifications can be a positive factor when a teacher or curriculum committee is weighing a book decision.

Book outline

A comprehensive *book outline* is both a planning tool and a selling tool. Most professional writers devote considerable time and effort to developing a detailed outline before they begin the actual writing. They find that such an outline helps ensure a logical development of the subject matter and makes it easier to identify duplicated or missing topics. The outline can also reveal any imbalances — too much material on a given topic or insufficient coverage of a topic of equal importance.

To develop your outline, first identify the chapter divisions and sequence. If you are actively teaching, these elements will likely follow your instructional content presentation. Don't worry about actual chapter titles at this point; just identify the major area each chapter will cover. For example, an automotive book would cover such major topics as the powertrain, the braking system, the steering system, and so on. Once your listing of chapter subjects is complete, follow the same procedure within each chapter: identify the major topic areas to be covered, and the order in which you will deal with them.

An outline developed to this point is adequate, but it is even better to extend it one more level. Look at each of the topics and identify the subtopics that should be covered. For example, in a chapter on consumer credit, one main topic would be “managing your credit.” Under that main topic, you would deal with such subtopics as establishing credit, deciding when to use credit, and shopping for credit.

When Goodheart-Willcox editorial and sales personnel review your book proposal, the quality and thoroughness of your outline will be a major element in making our publishing decision.



Sample chapter

An essential element of your proposal is your *sample chapter*. This chapter will allow us to become familiar with your writing style, your ability to clearly explain subject matter, and your skill at integrating text and illustrations. When you decide upon a sample chapter to write, select one that will have considerable instructional content. This will normally be a chapter from the middle section of the book, containing “core” content for the subject area. Submitting such a chapter will allow you to demonstrate your ability to write in an interesting and precise manner, and will give us a solid basis for evaluation of your proposal.

The sample chapter should include objectives, review or discussion questions, and other features you feel will add value to the book, such as sidebar items, activities, or problems. It should also include examples of the illustrations you plan to provide. Goodheart-Willcox can assist in locating and/or creating illustrations, but expects authors to obtain or create the bulk of the book’s photographs and artwork. At the proposal stage, however, these can be rough sketches of art and descriptions of photos to provide a general indication of the type and number of intended illustrations. If you plan to illustrate the book with CAD drawings or similar computer-generated material, please include one or more finished samples with your chapter.

Proposal Review

In addition to review by the G-W editorial, marketing, and management staffs, we might send your proposal to one or more outside reviewers for their assessment. These outside reviewers would typically be persons teaching at the level for which your proposed book is intended. Depending upon the number of reviewers and their schedules, the process may take several weeks. Once the reviews are in,

Goodheart-Willcox will take one of three possible actions:

- **Accept your proposal “as is,”**
- **Ask for a revised outline and/or sample chapter, based on specific suggestions, or**
- **Return your proposal (if it does not match our needs).**

If your book proposal is accepted, either “as is” or following revision, you will be offered a publishing agreement. This agreement (contract) covers the material you are to furnish (the manuscript) and the method of compensation (typically, a royalty on actual book sales). It also provides a time frame for manuscript delivery and book publication. Upon signing the agreement, you will receive a set of detailed Author’s Guidelines to help you develop your project, and will be assigned an editorial contact person who will work closely with you as your project progresses.

The Rewards of Authorship

The process of writing a new textbook is neither simple nor easy, and can take a considerable amount of time and effort. The rewards, however, can make the effort worthwhile. Publication of a textbook can enhance your professional stature. It can also provide the satisfaction of knowing you are passing on your accumulated knowledge to an audience far larger than a single classroom of students. Finally, a well-constructed textbook can remain in print (with periodic revisions) for many years, providing a continuing source of income to you as the author.

Send your proposal to:

John F. Flanagan, President
Goodheart-Willcox Publisher
18604 West Creek Drive
Tinley Park, IL 60477
www.g-w.com

