

Guiding Questions for Planning an Academic Book

1. What is the “bigger story” that you want to tell with this book? How can you capture it in a way that engages editors and reviewers?
2. How will you select a publisher to approach? What criteria might you identify to help you choose?
3. How much of the book will you draft before approaching a publisher?
4. How will you decide on the contents so that you achieve a balance between depth and breadth that will be of interest to your intended readership, thereby providing appropriate coverage of your topic within the publisher’s word limit?

