

# 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?
5. How will you ensure that you build a convincing argument through the text and are not diverted down interesting but distracting side-tracks?

6. **When will you share it, and how will you promote it?**
  
  
  
  
  
  
  
  
  
  
6. **If you are co-authoring the book, what process will you use to draft, revise, and edit the manuscript?**
  
  
  
  
  
  
  
  
  
  
7. **What kind of schedule or set of deadlines will you generate for drafting and revising, bearing in mind your other commitments over the several months or years the project can extend?**
  
  
  
  
  
  
  
  
  
  
8. **Which critical friends will you approach, and at what stages of drafting and revising, to obtain feedback on both content and style prior to submission of the manuscript?**