

## **PUBLISHING WITH APA BOOKS (Adapted for Inclusion in the D16 Book Series)**

APA Books publishes original authored and edited volumes that advance and support the science and practice of psychology and related fields. For a volume to be considered by APA Books, typically at least one of the volume's editors or authors should be a doctoral-level psychologist. Coauthors and coeditors may, of course, be from related scientific, practitioner, and other fields. Authors and editors proposing books to our press typically have published at least a few journal articles or book chapters on the proposed volume's topic.

It is important to note that although our authors and editors are psychologists, our audience is typically much broader. For example, our practitioner books are marketed to such mental health professionals as social workers, licensed counselors, psychiatrists and other physicians, nurses, family and couples therapists, addictions counselors, etc. Our research volumes are often marketed to social scientists in related fields such as sociology, criminology, and anthropology. Many of our applied volumes appeal to teachers, attorneys, public policy makers, and others who have reason to seek and use what psychology has to offer.

### CONSIDERING A BOOK PROPOSAL FOR THE D16 BOOK SERIES

To be considered for the D16 Book Series, it is best to contact Michelle M. Perfect (VP-Publications and Communications) at [mperfect@email.arizona.edu](mailto:mperfect@email.arizona.edu) to discuss your ideas and the process for submitting a proposal. She will work closely with a representative from APA Press regarding interest in the topic and directions for the book prospectus. She is also willing to review drafts of the proposal prior to submission.

### SUBMITTING YOUR PROPOSAL

Potential book authors and editors often ask how they can best present their ideas for a book to the APA Books publishing program. We ask that you send a proposal and your vita (and that of your coauthors or coeditors, if applicable) to Michelle M. Perfect at [mperfect@email.arizona.edu](mailto:mperfect@email.arizona.edu). Please note that if you have completed writing or editing your book, we prefer, initially, that you submit a proposal and one or two sample chapters rather than the entire manuscript. **Be sure to indicate that the proposal was done in collaboration with D16 so that it can be part of the series if accepted!**

Your vita will indicate that you are qualified to write on the topic of the book. If the volume is edited, please briefly describe the qualifications of the chapter authors (e.g., a summary of the publication record of the chapter's primary author will suffice). Also indicate which authors have committed to writing a chapter and which should be considered as potential authors at this point.

The proposal, usually five to ten pages long (although it may be longer), helps us decide whether the content of your book is a good fit with our current publishing plans. It should include an annotated table of contents and should answer the following questions (note that some overlap):

### Content

- o What is the overall topic, purpose, and scope of the book? What is the major theoretical orientation or range of theories represented (if applicable)? If the book is for practitioners, is there empirical support for the approach or interventions? If there is little or no empirical support, is there a sound reason for this? If the book is for researchers, is this an established subfield of research or is this a relatively new area?

- o If the book is edited, what integrating themes help to make it a cohesive volume? Will chapters be cross-referenced? Does the nature of the book suggest a parallel topical outline for all chapters or for chapters in a particular section? If so, can you provide this outline? If the book chapters do not lend themselves to such a parallel scope/structure, please describe under each chapter heading in the table of contents, the purpose and scope of the chapter.

### Audience

- o Who is the primary audience for the book? Researchers? Practitioners? Policy makers? Graduate students? Historians of psychology? In what specific fields or subfields (e.g., family therapy, personality research)? At what level is the book written? For example, is the book written for a relatively new practitioner or researcher or is it written for the seasoned professional? Who might be a strong secondary audience?

Keep in mind that although many books can serve several audiences, most successful books are written for one or two primary audiences with specific information needs. Books that attempt to appeal to multiple audiences often do not include enough material for any one of these audiences to persuade them to purchase the book.

Additional useful (but not necessary) information about the audience might include the journals they typically read, the associations they belong to, and the conferences they attend.

### Marketability

- o If you were marketing your book, what major selling points would you emphasize?
- o Are there competing books in the same topic area? If so, which books would be the major competitors with yours (specific publication data on these volume are also most helpful, e.g., publisher, year of publication)?
- o What special features/content of your book would induce the reader to buy it instead of these others?
- o If you were to have your pick of endorsers for the cover of your volume, whom might you wish to have?
- o Is there a realistic potential for graduate school course adoption for your book? If so, for which courses would it be most appropriate?

### Manuscript Length and Delivery Date

- o How long (in double-spaced manuscript pages, including references) do you plan the book to be? (For edited books, we would also like to know the approximate page length of chapters.)

o How long do you anticipate it will take to deliver the first draft of the book once you have a received a publishing contract?

You may have additional information that would help us evaluate the fit between your book and our publishing program. If so, please feel free to include this.

#### AFTER YOU HAVE SUBMITTED YOUR PROPOSAL

You should expect to receive an acknowledgment that we have received your proposal within two weeks of our receiving it. To help us evaluate your proposal, we may ask selected peers (who remain anonymous) in your topic area to provide feedback on the content and market for the volume. We attempt to make decisions based on our own review and feedback that we have received within six to eight weeks of having received the proposal. If a decision cannot be made in that length of time we will contact you to inform you of the status of the project.

If we offer a contract on your book, you can expect to receive competitive royalties, expert editorial feedback and substantive and technical editing, and comprehensive and long-term marketing services designed to provide the widest possible exposure for your book.

Thank you for your interest in APA Books. We look forward to receiving your book proposal!