



Goodheart-Willcox
Experts in Career and Technical Education

Would You Like to Be an Author?



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

Together, We Build Careers
www.g-w.com

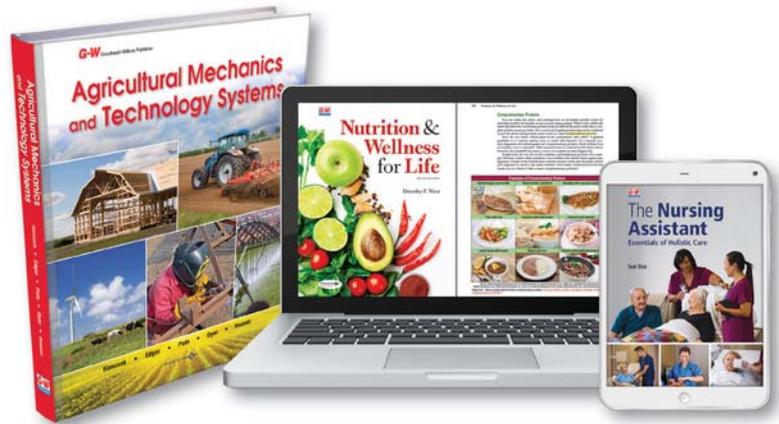


About Goodheart-Willcox

Goodheart-Willcox is one of the nation's leading publishers in the fields of Career and Technical Education and Health 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 print and digital materials used to educate and train learners ranging from middle school and high school to community colleges, career schools, and professionals.

Areas in which we publish include:

- Agriculture
- Arts, A/V Technology, and Communications
- Automotive
- Business Management and Administration
- Career Education
- Construction Technology/HVACR
- Drafting
- Education and Training
- Finance
- Health Education
- Health Science
- Hospitality and Tourism
- Human Services
- Industrial and Technical Trades
- Information Technology
- Manufacturing
- Marketing
- STEM
- Visual Technology
- Welding



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, test banks, PowerPoint® Presentations, and e-learning materials.



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.

Proposal Elements:

The basic book proposal consists of four elements:

- Prospectus
- Résumé or Curriculum Vitae
- Book outline
- Sample chapter

Prospectus

The *prospectus* is a very important element of your proposal—it is an opportunity to tell us about yourself and your proposed materials before we formally review your résumé or curriculum vitae, 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 middle school, secondary, postsecondary, and/or professional. This will help us determine the size of the potential market. Be sure to discuss why your material is needed: does it address a new need or is it different in approach than the competition? In the prospectus, 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.

Résumé or Curriculum Vitae

Your *résumé* 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 project. Author qualifications can be a positive factor when an instructor 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 reviews 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 a *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.

The sample chapter should include learning 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. 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 instructors teaching at the level for which your proposed material is intended. Depending upon the number of reviewers and their schedules, the process may take several weeks. Once the reviews are in, G-W 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
- Return your proposal if it does not match our needs

If your 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. It also provides a time frame for manuscript delivery and publication. Upon signing the agreement, you will work with editors who will help you develop your project.



The Rewards of Authorship

The process of writing is neither simple nor easy, and can take a considerable amount of time and effort. The rewards, however, can make the effort worthwhile. Publication can enhance your professional stature. Writing 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:

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Together, We Build Careers



Goodheart-Willcox
Experts in Career and Technical Education



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