

Daynal Institute Press welcomes the opportunity to evaluate proposals for books on any subject area. The comments below are designed to help you prepare such a proposal for an effective review in advance of publication.

### About Daynal Institute Press

As the Daynal Institute Press is an integral part of the Daynal Institute, it is devoted to “to fostering exploration of the spiritual counterpart of advancing material knowledge and temporal wisdom”. The Press is governed by the Editorial Board of Daynal Institute that guides the work of the Nordan Editorial Group, a group of editors contributing to the Nordan Symposia. When publishing proposals are accepted, contracts are then offered to author(s) and editor(s).

### Preparing your proposal

The purpose of the proposal is to convince the Press that your work will be a valuable resource for its intended audience. It is best to avoid assumptions upon the importance of your work. However, the more you can tell us about it the better. We will need to know a working title, the principal object of the writing, its anticipated readership, and about you and any other contributors.

### Title

The choice of title is very important as the title tends to define the subject area and the relationship of the work to its intended audience. It will appear in catalogs, publicity listings, bibliographies, and other reference materials. Moreover, it is of crucial importance to librarians, booksellers and other institutional customers. The title should then be given careful thought and be as representative of the work as possible. If offered a contract, a Press editor will expect to work with you on the final wording for the title and subtitle.

### Reasons for writing

It may be that we have asked you to write; it may be that the impetus has come from your students or your colleagues; perhaps you yourself have felt the need for a book on the subject; it may be that you teach a course and want to produce a book to accompany it. You may have other reasons, but please tell us why this is a good topic for you to write on at this time.

## Content

We need to know as much as possible about the proposed structure and contents of the work. The subject area and the way you will present the topics should be stated clearly. Any plan you present at this stage will inevitably change as writing proceeds and your work grows, but the more detailed your initial presentation, the better. As you prepare your outline, you may find it useful to consider these questions:

- \* Why does a work need to be written on your proposed topic?
- \* What themes, concepts and ideas will you develop?
- \* How does your work differ from others in the area? What unique features or focus does it have? What is the existing competition for your work? Please give us details of the most relevant titles, indicating their relative strengths and weaknesses.
- \* Is the work based on a course you teach? If so, please give details.
- \* How long do you expect the finished work to be?
- \* Will the work feature illustration? If so, are these by line drawings, photographs, graphs or other ways? Will any of this material be in color?
- \* Will it fit in one of our series of books, or do you consider it to be a stand-alone volume?
- \* If it is to be a textbook, please give details of the curricula to which it relates, including course titles and level.
- \* Would your work compete with or complement others on similar subjects?

Please give a list of chapters and a paragraph or two about the content of each, or at least detailed subsection headings. If you have already prepared one or more sample chapters, we may ask to see these.

## Readership

Please tell us about the audience you expect to reach with the book.

## About the authors/editors

Please give a brief account of each author or editors' present interests and position, and if applicable, their professional affiliation with a list of any recent publications and any other information you think might help us.

## Summary

The amount and type of information you give, overall, should be the amount and type you yourself would need if you were asked to assess a proposal from another authority in your field. Your initial proposal should include:

- \* Title
- \* Reasons for writing, proposed length and amount of illustration
- \* Intended completion date
- \* General overall account of content of book, list of chapters and indication of content of each chapter
- \* Brief credentials of author(s)
- \* Level of presentation
- \* The readership and market for the book
- \* Comparison with competing books.