



# SUBMITTING A PROPOSAL

## Helion & Company Limited Guidelines for authors

### Introduction

*Helion & Company are keen to consider proposals for new books in specialist military history. We are able to offer:*

- *Global distribution and marketing. Apart from strong UK sales, including access to all the major bookstores, book clubs and specialist outlets, we garner many sales from overseas. We have a strong presence in both Europe and North America, with close links to our agents and distributors in those territories.*
- *High quality design and production values. We take pride in the design and production of our books, taking full advantage of the latest technology.*
- *Prestige. Helion & Company are one of the rising stars of military history publishing, with a growing reputation worldwide.*

The proposal you submit will be the basis on which we judge the book's suitability for publication. Therefore it needs to be organised in a way that provides the right information to us.

The following notes should help you prepare your proposal, and your co-operation in following our recommendations will ease the task of evaluation.

We would suggest a proposal between 3-4 pages in length, although this should be supplemented by sample chapters, or a draft manuscript, and curriculum vitae.

### **Four main areas need to be addressed:**

#### **1. A statement of aims including 3-4 paragraphs outlining the rationale behind the book**

- Quite simply, what is your book about?
- What are its main themes and objectives?
- What are you doing differently, or in a more innovative way, or better than existing books?

#### **2. A detailed synopsis and chapter headings with an indication of length and schedule**

- Please list working chapter headings and provide a paragraph of explanation on what you intend to cover in each chapter. This may be all that the editor has to go on, so a list of chapter headings alone is not enough.

- If sample chapters, or a draft manuscript are available, please send them or let us know when they will be available.
- How many tables, diagrams and illustrations will there be?
- Roughly how many thousand words in length will your book be? Please include a separate figure for references and footnotes?
- When will you be able to deliver the completed typescript? Please be as realistic as possible.

### **3. A description of the target market**

- Who is your book primarily aimed at? Who will buy it? Who will read it?
- Would this subject have international appeal outside your home country? If so, where?

### **4. A list of the main competing books**

- We would like some indication that you are familiar with competition to your proposed book. What are their strengths & weaknesses? What makes your book better than the existing competition?

#### **It will also be necessary to include:**

1. One or two sample chapters, or a draft manuscript, if available
2. A curriculum vitae of all authors, and notes on any other contributors.

### **Additional questions for edited collections**

- Is the book of a consistent academic quality?
- Should some of the weaker chapters be excised?
- Are the chapters structured logically and integrated around a coherent central theme?
- Will you be providing a detailed introductory chapter and a conclusion?

## **How we evaluate your proposal or manuscript**

### **Evaluation by commissioning editor**

- The proposal will be considered carefully by the commissioning editor, Duncan Rogers. The editor will ask several questions: Is the content of this book of a high standard? Is there a market for a high quality book on this subject? What evidence is there for this market? If there is a gap in the market, is this the right book to fill it? Will the book sell internationally? If the editor is satisfied at this stage, then the proposal will then be moved to a consultation stage with our sales and marketing team at Casemate Publishers Europe/USA.

### **Contract, desk editorial and publication**

If your proposal is passed then we will issue a draft contract. Once we have agreed on terms you sign and return the contract with an agreed date for the delivery of the manuscript. Once the book has been written and delivered, you will liaise with your editor

over the copy-editing and production process. We will then publish, market and sell the book.

*If you would like to submit a proposal, or have any queries, or concerns, please contact:*

**Duncan Rogers (Commissioning Editor)**

**Helion & Company Ltd, 26 Willow Road, Solihull, West Midlands, B91 1UE**

**Tel 0121 705 3393 Fax 0121 711 4075 Email: [info@helion.co.uk](mailto:info@helion.co.uk)**