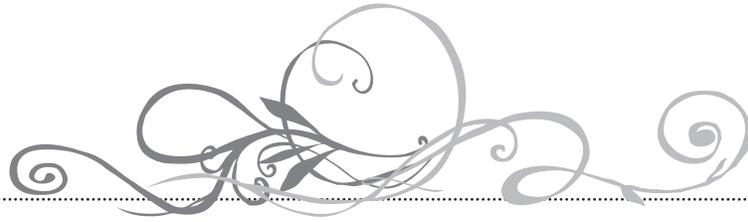


# Submission Guidelines for Authors



*Thank you for your interest in publishing with Heinemann!  
We hope you will find these guidelines helpful as you prepare a proposal.*

## What makes a book a **Heinemann** book?

Our primary audience comprises teachers: thoughtful, curious professionals who care about their craft and are eager to learn more. We also reach administrators and other education professionals. We strive to give voice to those who share our respect for the professionalism and compassion of teachers and who support teachers' efforts to help children become literate, empathetic, knowledgeable citizens. We want our books to transform teaching and learning.

Our books represent many styles and voices. While the specifics vary, Heinemann books often show teachers how to transform their practice: how can they take what you, the author, have learned and apply it in their classroom? There's no one recipe, but our books often include:

- Examples of student work , classroom vignettes, and similar concrete examples.
- A tone that acknowledges both the professionalism and the needs of teachers; not overly academic, but respectful of teachers' knowledge and experience.
- Work that is research-based but also tested in real classrooms—either new or little-known material or an original and stimulating treatment that brings new understanding of familiar material.

The best way to see whether your book is a good fit with Heinemann is to take a look at other books we've published. Our website, [www.heinemann.com](http://www.heinemann.com), is a great place to start. You can also order a catalog by calling 1-800-541-2086.

## What should you submit?

Generally, a full proposal should include the following parts:

- **Cover letter:** A brief overview of who you are as an author, what your project is, and why you've chosen us as a possible home for your work. The letter should include:
  - ▶ A description of your background and experience; you may want to include your résumé or curriculum vitae.
  - ▶ The status of the manuscript.
  - ▶ Whom you see as your audience, and a quick comparison of your proposed book with other currently published books.
  - ▶ Why the book will be useful and informative for its audience and a good addition to the available literature.
  - ▶ How you see your work fitting into the description of Heinemann's mission.
  - ▶ Estimates of when you think you could complete the manuscript, how long you expect the book to be, how much art (including student work and photographs) you think it may have, and whether and how much you think you will be using material from other sources. If you don't have all this information right away, that's okay, but any estimates you can give are helpful.
- **Complete table of contents with chapter summaries:** It is important that the book be a conceptual whole, and the summaries and the table of contents should reflect a carefully conceived, cohesive structure.
- **Sample chapter(s):** Sample chapters are the most important aspect of the proposal. Select 1–3 chapters that you think will give us the best idea of the manuscript's content, style, and voice. We generally discourage sending complete manuscripts, but we will consider them if sent.

If you don't have all of this material yet, but you have an idea that you think we might be interested in, please feel free to contact us. (In fact, we encourage this!) One of our experienced editors will respond and may be able to help you develop your idea into a full proposal.

## What can you expect?

When you send in your proposal, a member of our editorial team will respond. While there is some variation, the usual process is as follows: If we are interested in the proposal, the editor may offer you some feedback with questions and suggested changes. Our editors have experience with both authors and educators, and our primary goal is to find the core of your work and your voice and find ways for it to reach the widest audience possible. We may circulate your proposal among the editorial team for internal review and feedback, which the editor will share with you. We also may send your proposal to outside readers for review. These are people working in the field whose feedback on your manuscript/proposal you might find helpful. The editor will share the feedback from the outside

reviewers with you and may suggest additional changes. If, after discussing that feedback, your editor is ready to move the proposal forward, he or she will bring the proposal to the editorial board, where the final decision to publish is made.

We realize that this is a long process, but we have found that spending the extra time to think carefully about a project before a contract offer leads to a more satisfying overall result for our authors.

### Additional notes

**First-time authors:** We are constantly on the lookout for new voices and visions, and welcome proposals from previously unpublished authors.

**Simultaneous submissions:** In recent years, simultaneous submissions have unfortunately proliferated in the book publishing industry. We discourage this practice. However, if you still find it necessary to submit your manuscript to a number of publishers simultaneously, please tell us in your cover letter.

### How to submit your proposal

If you have worked with a Heinemann editor in the past, you may contact that editor directly about your proposal. If not, please submit your proposal by email to [proposals@heinemann.com](mailto:proposals@heinemann.com). (That's also a good way to reach us with any questions.) We prefer electronic submissions, but if you need to use postal mail, you can send it to: Acquisitions Editor, Heinemann, 361 Hanover Street, Portsmouth, NH 03801-3912. Please do not send original art. If you wish your material returned, please include a self-addressed stamped envelope.

(Please note: Heinemann no longer administrates the African Writers Series. Please direct all queries to Robert Sulley or Charlotte Rosen-Svenson at Heinemann-Oxford, Halley Court, Jordan Hill, Oxford OX2 8EJ [www.heinemann.co.uk](http://www.heinemann.co.uk))

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