

INTRODUCTION

ASQ's Quality Press is the leading global publisher of quality-related books and standards to help individuals and organizations excel.

Quality Press continually monitors the needs of the quality profession and its stakeholders to identify high priority topics for future projects. These high priority topics eventually become **book products**.

Book products are designed to provide information that quality professionals can use on the job. The contents often include “how-to” information, tools, best practices, and so on.

Author's Choice Proposals (or unsolicited proposals) may also be submitted for topics that are not directly related to RFPs (request for proposals). These may be submitted throughout the calendar year and are evaluated on a bimonthly basis. The number of projects selected will depend on peer-review and Publisher approval, number of proposals received, and comparison of competitive titles.

Return your proposal as a Microsoft Word document or PDF via email to the managing editor at books@asq.org.

The review process normally lasts 4–6 weeks but may take longer.

If additional information is needed, please contact Quality Press:

Email: books@asq.org

Thank you for your interest in ASQ's Quality Press. We look forward to working with you.

PROPOSAL SUBMISSION GUIDELINES

The following are book proposal submission guidelines. Please note that proposals with a global scope are encouraged.

If the proposal is in response to a priority topic from a RFP, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices), and should contain the following basic elements.

PART ONE: ABOUT YOU

Author(s) Name

Author(s) Contact Information (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

Author(s) Bio (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

Author Affiliation with ASQ (list previous content produced for ASQ/ASQE, volunteer participation, component relations participation, etc.)

PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the quality profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like for Quality Press to publish this book?
6. What are your expectations with regard to publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the quality profession field? If so, has it been made available through other media (CD, MP3, website) and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?

9. What is the time frame you have in mind for when the book will release? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- Identification of problems/issues this product would address.
- Itemized timeline and financial compensation expectation.
- If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

Publishing Details

- Estimated length of the manuscript
- Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- A statement of expected deliverables (manuscript, tools, checklists, etc.)

PART THREE: ABOUT YOUR PLATFORM

In an effort to effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. **Your engagement in promoting your book is essential to its success.** Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active in social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.)?

What opportunities do you have available for cross promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.



Book Product

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and ASQ books that may be comparable to your book. (“Format” means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

Title	Author	Publisher	Year of Pub	Format	Page Count	Retail Price

COMPARATIVE TITLES (ASQ or ASQE):

Title	Author	Imprint	Year of Pub	Format	Page Count	Retail Price

Submit proposals to:

Attention: Managing Editor
books@asq.org

For more information:
 The American Society for Quality
 600 N. Plankinton Ave.
 Milwaukee, WI
 Tel: +1-800-248-1946