

Who?

Is there anything significant about any of the contributors of this book?

'Significant' in this instance means something that makes them particularly noteworthy within their field that somebody outside that field (such as myself, or a media person) wouldn't automatically know. This usually applies to academics who are particularly renowned, celebrated or controversial.

Note: An academic's 'significance' in this instance is not a reflection of the quality of their work or contribution to the field. It only reflects the notoriety of their name in their wider area of scholarship.

Ask yourself: If all I knew about this book was that this person contributed to it, would that be enough to spark my interest?

What/where?

The overall topic of the book, distilled into 1–3 sentences. This should include significant topic points, including specific regions the book is relevant to.

Note: It is particularly important to indicate if a book includes recommendations that would make it of particular interest to policy makers.

Ask yourself: In 1–3 sentences, complete the sentence, 'This book is about ...'

Why?

The 'hook' of the book. While 'what' is the overall premise of the book, 'why' reflects its underlying uniqueness and importance.

What is it about this book that sets it apart from other books already published? This might include:

- no other book covering this subject (or a specific facet of the subject)
- no other book covering this subject from this perspective
- new research never before published (particularly if that research supports new conclusions).

Ask yourself: Why should someone care about this book? What does this book offer that no other book does?

Why now?

Is there a particular reason why this book has been written/published now? Examples might include:

- a significant anniversary of an event
- a recent event has sparked interest in a subject
- newly discovered/released information has shed new light on a subject
- new technology has made it possible to do something in a different way.

Note: The answer might be 'no', and that is fine.

When?

Is there a significant date that the book should be published by? i.e. an anniversary, an event.

When do you expect the book to be ready for publication, and what (if any) are the potential hold-ups?

THE 5 WS OF BOOK PROMOTION

Book working title:

Editorial board:

Who?	What/where?	Why?	Why now?	When*
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Estimated date manuscript will be sent to ANU Press:

Future dates significant to publication:

* Non-binding, for rough guide only