

Ten Tips for Writing a Strong Publications Proposal

1. Be sure to answer every question in the proposal application. Give as much detail as you can to support your case but as little information as necessary to be clear and concise.
2. Be sure that AAPAR is the right market or a big enough market for your publication.
3. Be sure that your publication fulfills a need. In other words, does the market already have a lot of similar publications? If so, the market may be too saturated.
4. Be sure the quality of your writing is the best it can be.
5. Be sure that your publication presents new insights and information on your chosen topic.
6. Be sure your publication meets AAPAR's mission.
7. Be sure your information is accurate and current.
8. Be sure the focus appeals to a broad enough audience to support sales but that your focus isn't so broad that it dilutes your message and, therefore, your sales.
9. Be sure the publication serves a genuine need for the audience it targets.
10. Be sure to propose a format that is something other than a traditional book. AAPAR is moving toward e-books, print-on-demand books, webinars, downloadable PDFs, and other media formats that easily downloaded online.