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- A description of the purpose of the work and the methodology to be used
- A table of contents
- A detailed content outline, including a concise summary of essential topics
- A writing sample, e.g., published article, sample chapter
- Identification of the target audience
- Time frame for completion of the manuscript

If your proposal is accepted by the Publications Review Panel, you will write an initial draft based on your outline and their suggestions. Once the manuscript is written, it will be reviewed again to ensure that your book is as complete, accurate, and up-to-date as possible. Additional assistance is available from the editorial staff of the Appraisal Institute. They will brush up your grammar and punctuation and help you organize you ideas most effectively.

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Take the initiative and submit a proposal to Stephanie Shea-Joyce, Senior Manager, Publications at tshea-joyce@appraisalinstitute.org.
Guidelines for Submitting a Book Proposal

1. Written Proposal
   A written proposal must be submitted by prospective authors. It is to consist of:
   a. A description of the purpose of the work and an explanation of the methodology to be used
   b. A table of contents
   c. A detailed content outline, including a concise summary of essential points, statements, and facts
   d. A writing sample, e.g., published article, sample chapter, etc.
   e. Identification of the target market
   f. A list of competitive works
   g. The time frame for completion of the manuscript
   h. A summary of the author's educational background and experience

2. Issuance of Contract
   Authors of approved proposals will be offered a publishing contract, which is based on the Appraisal Institute's standard publishing agreement and modified as required.

3. Review Process
   When the draft manuscript is received, Publications Review Panel members and other expert reviewers will consider the following questions in evaluating it.
   a. Does the author cover the material detailed in the initial outline and proposal?
   b. Is the work timely, representing current information and methodology.
   c. Does the work take into account the existing body of knowledge on the topic?
   d. Does the work reflect accepted standards of practice and, if not, can any conflicts or deficiencies be resolved?
   e. Does the work further the educational goals of the Appraisal Institute?

If the reviewers suggest alterations to the work, the author is responsible for making any necessary changes or explaining why the reviewers' suggestions are not acceptable. The reviewers will review the manuscript again after revision and make recommendations concerning publication of the work.