Proposing Your Work to the American Counseling Association

We welcome proposals from new and established authors at all stages of their career. As we aim to keep our publications enriching, instructive, and inspiring for our members and the wider counseling community, we encourage new and innovative ideas.

Below are the required and optional elements to include in your proposal as well as information about the proposal review process. Once completed, submit your proposal to publications@counseling.org.

As you develop your proposal, you are invited to set up a consultation with the Acquisitions Editor. You can request a consultation by emailing publications@counseling.org.

Who Will Evaluate Your Proposal?

Once submitted, your proposal will be carefully reviewed by our Acquisitions Editor within 2-4 weeks. You will receive written confirmation of receipt of your proposal. We may contact you with questions or for further consultation or idea development.

After this review, your proposal may be presented to the ACA Publications Committee for final review. Members of the Publications Committee individually evaluate the proposal and make a final recommendation based upon their collective anonymized feedback.

How Long Should Your Proposal Be?

Proposals should be long enough to thoughtfully address the required proposal elements and provide us an opportunity to understand the impact, audience, and need for your project. Most proposals can achieve this in around 10 pages. We also ask that you submit a brief CV that highlights relevant professional experience and related or lead author publications.

Work We Do Not Publish

As part of our commitment to publishing original, scholarly, and practice-relevant works that advance the counseling profession, we do not consider the following types of submissions:

- Works that have been previously published in any form, including self-published titles (e.g., via Amazon or other platforms);
- Dissertations or theses that are not proposed to be substantially revised and developed into a book-length manuscript appropriate for our audience;
- Memoirs, autobiographies, or biographies.

Authors whose work falls within or near these categories are encouraged to contact the Publications team prior to submission to determine suitability.

AI Policy

Please refer to the ACA Publications AI Policy for Book Authors when developing your proposal. Proposals that use AI in any prohibited manner will not be considered. If you have questions about our AI policy, please contact us at publications@counseling.org.

Preparing Your Proposal

Required Elements

- ☐ **General Information**
  - ☐ Proposed Title
  - ☐ Author or Editor Name(s)
  - ☐ Contact Information
  - ☐ Disclosure of AI usage: Disclose any and all usage of AI in the development of your proposal
  - ☐ For edited works, provide a list of suggested contributing authors and a brief description of their credentials.
- ☐ **Type of Project**
  - ☐ Describe the type of book or other work that you are proposing.
    - Examples: textbook (indicate if instructor's guide also included), clinician's guide, reference work, consumable workbook, essay collection, or casebook.
    - Though these are examples of what ACA has published in the past, do not feel confined by this list as we are always looking for new and innovative projects.
  - ☐ For proposed new editions of ACA titles please include the following:
    - Explanation for why an updated or revised edition is needed.
    - Description of planned new or updated content. At least 30% of the content must be new or updated for consideration as a new edition.
    - List new contributors to this edition.
- ☐ **One Sentence Project Summary**
  - ☐ A brief and "snappy" description or an "elevator pitch" of your project.
- ☐ **Vision Statement**
  - ☐ A non-technical description of your project of no more than 500 words, outlining what you want this project to accomplish and why you are writing it.
- ☐ **Description of the Project**
  - ☐ A detailed technical description of your project, outlining how this project will achieve your vision.
- ☐ **Proposed Table of Contents** with a Chapter-by-Chapter Summary of Each Section
  - ☐ Explain why you are including these chapters and sections and how they will contribute to the overall project.
- ☐ **Key Features**
  - ☐ Highlight any key features of the project—such as case studies with questions, activities or exercises—and anything else that would be beneficial for us to evaluate and understand your project.
- ☐ **Diversity, Equity, and Inclusion**
  - ☐ Detail how your project speaks to a diversity of lived experiences including, but not limited to, its content, citations, authorship or audience.
- ☐ **The Market**
  - ☐ How will this project serve or enhance ACA's publishing mission?
  - ☐ How does this project compare to what else is available on the market?
  - ☐ What market need does this project meet?
  - ☐ Are there competing books in the same topic area? What makes your work unique?

- ☐ **Intended Audience**
  - ☐ What educational, professional or other counseling contexts will this project benefit?
  - ☐ What audiences outside of traditional counseling contexts will this project potentially serve?
  - ☐ What is your rationale for selecting this intended audience?
- ☐ **Expected Length**
  - ☐ Estimated word count or page count of the project.
- ☐ **Expected Manuscript Completion Date**
- ☐ **Author CV**
  - ☐ A brief CV highlighting professional experience and citations of lead author or relevant publications.
- ☐ **Sample of Published Writing**
  - ☐ Provide up to five (5) pages of a sample of your previously published writing, as well as the citation for the work.

Optional Elements

- ☐ **Digital or Multimodal Projects**
  - ☐ List additional elements that your project requires, such as video, audio or interactive elements (e.g., manipulative data sets, animations).
- ☐ **External Contractors**
  - ☐ Specify if you intend to utilize any external contractors or vendors, such as illustrators, videographers or voice actors
  - ☐ If you have specific external contractors or vendors in mind, provide their credentials, a rate sheet and examples of their work.