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You doing the academic book thing? Dope! A thread.

1. Do your homework. Sometimes the most prestigious academic press that (more) established scholars fawn over ain't meant for your research. Peep their acquisition editors, their titles, etc. Is it a fit?

2. Don't cold-submit a manuscript. Reach out to an editor. Talk about your work. Tell them where you are in the project. If y'all vibe, they'll ask to see what you got. Have it ready. Which leads to my next suggestions:

3. Don't waste your time or the editor/press' time. Bring your A game. If you are revising your diss, you need to scrap it to its bare bones starring YOU. You the authority. All that citing needs to fall back to the footnotes LOL. How are you changing/adding to the convo?

4. If you are starting from scratch - I did with Chronicling Stankonia - take some to figure out your burning question and its potential answer and learn to elevator pitch it. What you talking about? Why is it relevant? What new ground you breaking or revisiting?

5. Aight so boom you get invited to submit a proposal for peer review. Aaaaye! Your proposal is the blueprint: What's your project about? Why should it be published? Who would you be next to on the shelf? What makes you shine? Why xyz press? What is your timeline?

6. Your proposal also includes sample chapters. These are the appetizer and should give a vibe of your larger project. I suggest your intro and a "new money" chapter. The "new money" chapter shows you owning your shit and shining bright with originality and intention.

7. Show the editor and reviewers that you know what you talking about, are familiar with the field but not parroting that knowledge, and that your project is grappling with some necessary questions and you got necessary answers.

8. The proposal review takes time. Presses gotta find somebody who will do you right and have time to read. This is crucial. You don't want this rushed. If you have senior scholars in the field that can read your work, suggest them as reviewers to your editor.

9. Your editor finds readers! Woo! They send back reviews that suggest whether or not you are ready to go with a contract. We claiming all good energy, so yeah, you got two positive reports! You turn up.

10. After the turn up, you write a memo acknowledging your readers suggestions for improving the manuscript and how you will incorporate the ones that make sense into your project. You submit to your editor. They discuss with the press and possibly their board for approval.

11. Aaaaye issa contract! There's usually two types: a "contract contract" and an "advanced contract." A "contract contract" is for a complete manuscript. Advanced contracts are for those projects not quite finished but strong enough that a published manuscript will happen.

12. Celebrate. You are under contract! Make time to celebrate every victory in the book publishing process. It's a daunting and heavy-labor process. Good luck!