



5 TIPS FOR PREPARING A PROPOSAL

1

WHAT IS YOUR TOPIC?

Lyrebird is interested in books relating to all aspects of music making in Australia and New Zealand. This includes film music, Indigenous music, popular music, composer studies, reception studies, genre studies, performance practice, histories of music making and biographies of composers, performers and patrons. Our books are usually in the range of 60,000–70,000 words.

2

WHO IS YOUR AUDIENCE?

Our readers are musicologists, historians, performers, concertgoers, teachers and students, and our preference is for proposals for books that attract a particular community, such as members of a relevant society, students and colleagues, Facebook groups, conference attendees, members or subscribers to a relevant institution, fans, tertiary students and local history groups. A catchy or evocative title will help readers identify with your book.

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3 IS THERE A GAP IN THE LITERATURE?

Proposals should fit a gap in the literature, make an outstanding contribution to the field, suggest new pathways and/or provoke new ways of thinking about established topics.

4 CAN YOU PROVIDE ENHANCEMENTS TO YOUR TEXT?

Some topics may not warrant it, but images, musical examples, tables, appendices, a bibliography and a foreword by a key person in the field all help to make a proposal attractive.

5 DO YOU HAVE A BLOG OR OTHER SOCIAL MEDIA PRESENCE?

Mention it in your proposal! Any of these help create a niche for your book, and can enable you to drum up reviews, cross-posting and attention both online and in print.

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