The American Alliance of Museums has a long and successful book publication program.

In the fall each year, the AAM seeks book pitches in all areas of museum work. If you have a book idea, please submit it [here](https://www.aam-us.org/programs/about-aam/aam-press/). Book pitches are then reviewed, and some are selected to be further developed as a formal book proposal that addresses the following questions.

1. The need for the book, how it is unique from other books published on the topic and proposed targeted audience.

2. Imagine that your book is in AAM’s next book catalog. Begin with a book title that captures the tone and spirit of your book and an ideal description of the book to appear in the book catalog. Emphasize special features or sections using bullets where appropriate.

3. Identify titles on the same topic published in the last 5-7 years. These will be your book’s competition. Provide a compelling sentence or two that would convince us to publish your book even though there already exists other titles on a similar topic.

4. Provide a 1-3 paragraph biographical statement. Emphasize your education and experience pertinent to this book topic. Please include other articles or books you’ve published related to this topic. The point here is to position yourself as an expert in this area.

1. Provide a tentative table of contents. Please include page number estimates for each chapter. Please also include for each chapter an estimated number of photographs, figures, tables, or other graphic elements you think you would want to include in the chapter.
2. Provide a target date for completion of the manuscript.