

# Get Published!



Write for the nation's largest real estate education provider.

**Dearborn™**  
Real Estate Education

#### ABOUT DEARBORN

Dearborn Real Estate Education is the nation's largest publisher of real estate education materials for prelicensing, continuing education, as well as professional education in college, university, proprietary school, and institutional classrooms. We are proud of our well-deserved reputation for offering the highest quality books, software, and online materials authored by leading experts and dedicated professionals. Because of our size, our experience, and our commitment to excellence, we are in a position to offer our authors, writers, and other contributors unparalleled support, service, and cooperation. Over 100 high-profile industry professionals, educators, and practitioners have already found success as Dearborn authors.

## 5 Steps to Publishing with Dearborn

### 1 | SUBMIT A PROPOSAL

As a prospective new author for Dearborn, the first thing you need is a good idea. Once you've developed that concept into something a little more specific, you're ready to submit a proposal.

Your initial proposal should include:

1. A letter summarizing your idea (be as specific as possible and suggest potential markets for your product)
2. A proposed table of contents
3. A sample chapter
4. A current résumé or detailed biography
5. A proposed writing schedule

### 2 | ACCEPTANCE AND PUBLISHING AGREEMENT

Upon receipt of your proposal, Dearborn will determine the likelihood of market acceptance for your product(s). In other words before you publish a single word, Dearborn will have taken the time to test the market and ensure that there is some degree of interest.

Once your concept has been accepted, you'll be sent a publishing agreement. This is a contract between you and Dearborn that specifies the rights and expectations that you have negotiated. In addition to standard legal clauses, the agreement will specifically define the scope of the project, state how and when you will be compensated, describe the schedule for the project, and allow for future revisions.

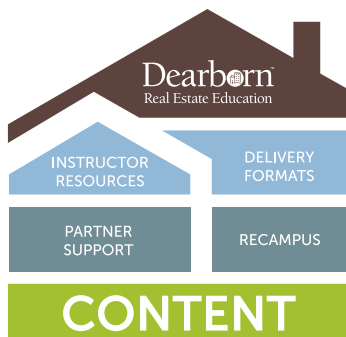
#### COPYRIGHT

Typically, Dearborn holds the copyright on behalf of the author and defends the author's copyright against infringement. When the product goes out of print, the copyright reverts completely to the author. In a work-for-hire arrangement, however, the copyright and the product usually belong to Dearborn.

Interested authors: please contact our Development Department at 608.779.5599 ext. 2483

## DO YOU HAVE WHAT IT TAKES TO BECOME A DEARBORN AUTHOR?

Dearborn Real Estate Education is dedicated to providing the broadest possible range of textbook and online choices. Therefore, we are constantly on the lookout for new and creative authors, titles, and educational markets. Dearborn actively pursues new authors who have a unique perspective on the changing face of real estate. If you have an idea for a product, let us know—we're ready and waiting to be your partner in publishing!



Content is our  
**foundation!**

MRKT-10495

## 3 | WRITE THE MANUSCRIPT

The next step in the process is writing the manuscript, being sure to adhere to your schedule and deadlines. Your editor's job is to support you through this process, review your work as it progresses, and generally oversee the entire publishing process. A first draft will be sent out to reviewers (subject-matter experts and/or professionals in the field), and their responses will be sent to you along with the editor's recommendations. A manuscript may go through multiple revisions, depending on the extent of necessary changes.

## 4 | FINAL PRODUCTION

Once a final manuscript is accepted by Dearborn, it will be copyedited and prepared for printing by our editorial staff. Our art department will create any illustrations, prepare a cover design, and develop an overall look and feel for the product. An author's involvement in this phase of the process is usually limited to making sure graphics are appropriate and that the copyeditor's corrections have not altered the meaning of the work.

## 5 | MARKETING THE PRODUCT

Once your project is published, Dearborn takes a very active role in marketing it to ensure the strongest possible sales. Our marketing efforts may include featuring titles on our online bookstores; sending review copies to columnists and other media sources; displaying your product at trade shows, conferences and conventions; and discussing your product with customers during sales calls.

