WHO – **Know Your Audience**
- Create a textbook in pure or applied mathematics accessible to graduate students, whether in a course or for self-study.
- UTX is essentially a graduate textbook series but you can be flexible: early chapters and appendices may also be useful to undergraduates and could even serve as the basis of an undergraduate course. Later chapters of a book may lead up to research level or target PhD students.
- Maintain an appropriate style and pace for your target audience throughout the book. Students rarely complain that the pace is too gentle.

WHAT – **Content of the Book**
- Avoid falling into the Theorem-Proof-Theorem-Proof trap—include prose about what is being proved and why, and connecting prose between results.
- Be clear about the prerequisites.
- Interesting, nontrivial examples help readers and motivate definitions and theorems.
- Add references to the literature whenever possible.
- Challenge your readers with thoughtful exercises.
- Think about the size of your work: many students find more than 500 pages intimidating.
- Make sure your English is polished and correct. Decide for either British or American English.

WHERE – **UTX is a Global Graduate Textbook Series**
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- Explain why we should care about this subject, and how your book will benefit the reader.
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- Research the existing literature on the subject and ask yourself what is new or unique to your book.

HOW – **Submit Your Proposal**
- Submissions should include several chapters or a nearly completed draft manuscript as well as a table of contents and preface or a proposal form (available from your Springer editor).
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