How to Submit a Book Proposal to Luna Eden Publishing (YA & NA)

This template sets out how to prepare and submit a book proposal to Luna Eden Publishing, what to expect during review, and which publishing terms to examine carefully if your manuscript is accepted.

1. Confirm That Your Book Is a Good Fit

Before preparing your proposal, check that your manuscript aligns with Luna Eden Publishing's list, readership, and content requirements.

- **Genres:** Historical fiction, crime and mystery, otherworldly fiction, or work that combines these genres.
- **Audience rating:** The manuscript should be suitable for a PG or 12-rated audience. Do not submit material intended for a 15-rated audience.
- **Content:** Avoid graphic violence and explicit adult material.
- **Representation:** Luna Eden Publishing welcomes primary and secondary characters from varied backgrounds. Any depiction of exclusion or negative treatment should be thoughtful, balanced, and relevant to the story.

2. Prepare the Proposal

Prepare a concise, persuasive proposal that includes each of the following elements:

1. **Overview and hook:** Write a one-page pitch in the style of compelling jacket copy. State the working title, open with a strong hook, and explain the book's central premise clearly.
2. **Target audience:** Define the readers most likely to buy and enjoy the book. Be specific rather than suggesting that the book is suitable for everyone.
3. **Comparable titles:** Name three to eight relevant, recently published books. Explain how your book differs from them and what gap it fills in the market.
4. **Author biography and platform:** Summarise your credentials, relevant experience, media presence, audience reach, and reasons you are well placed to write the book.
5. **Marketing plan:** Outline practical ways you could support publication, such as newsletters, events, speaking engagements, media contacts, communities, or partnerships.

3. Review and Submit Your Proposal

1. Check Luna Eden Publishing's current submission guidelines and follow the specified file format, naming convention, and submission method.

2. Proofread the complete proposal. Make sure your title, author name, contact details, genre, target audience, and manuscript status are accurate and easy to find.
3. Send only the materials Luna Eden Publishing requests. Keep the first three chapters and the full manuscript ready in case they are requested during review.
4. Save a copy of everything you submit, record the submission date, and allow up to four weeks for an initial response.

4. Understand the Review Process

- Luna Eden Publishing may take up to four weeks to provide an initial response.
- If the proposal is of interest, the publisher may request the first three chapters or the full manuscript.
- After reviewing the manuscript, the publisher may accept it, decline it, or request revisions.
- If you have not received a response after four weeks, your submission is likely to have been unsuccessful unless the current submission guidelines state otherwise.

5. Review the Publishing Terms

If Luna Eden Publishing accepts your manuscript, read the full agreement carefully before signing. The terms summarised in this template include:

- A five-year traditional publishing agreement, with options to renew or end the agreement when that period expires.
- No advance against future royalties.
- Publishing, distribution, and initial and ongoing marketing costs funded by the publisher.
- Royalties fixed for the first five years at 40% of the book's profits.
- No complimentary author copies. Authors may purchase up to 50 copies per quarter at the cost of publishing and shipping.

6. Plan for Production

Plan for a collaborative production process. Editing may take up to six months, followed by approximately three months for cover design and formatting. Timings may vary depending on the manuscript and the publisher's production schedule.