

# Breaking Into Publishing: Books & Magazines

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# Book Publishing

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# What Publishers are looking for

- Bring an audience
  - How important is social media?
  - Where are your people?
- Preferred subjects
  - Broad subject matter
  - Current trends:
    - Wool, hand work, quilting (vs piecing), reference
    - Anything that brings in the new mask maker audience
  - Underserved areas
- Bring along “gifts” if possible
  - Your own excellent photography
  - Your own illustrations
  - Partner relationships (Brand Ambassadors, etc.)
  - Bundling – your process/product requires the use of several different brands

# Good and bad reasons to write a book

- Credibility
- Better teaching gigs
- Expand your audience
- Expect a total commitment of around 5 years
- Bad reasons:
  - Make a lot of money
  - Reach star status

# The 10-Minute Pitch

- Write Acquisitions - can you make a pitch before submitting a proposal?
  - Determine whether there is any interest in your subject matter
  - Not all publishers allow this
  - C&T welcomes this: Roxane Cerda, [roxanec@ctpub.com](mailto:roxanec@ctpub.com)

# The Submittal Process

- Submittal forms are similar across publishers:
  - In addition to basic information:
    - Project photos or sketches; sample instructions
    - Sample chapter
    - Describe your brand
    - Has your concept been published elsewhere?
  - Feasibility:
    - Social media
    - Teach, write, patterns, etc.
    - How are you different; what is your competition?
    - How will you market your book?

# The Writing Process

- Make your deadlines
- Respond to edits thoughtfully and promptly
- You will be working with multiple Editors
- Experience varies widely among publishers. Some work closely with you and some allow you to write without a lot of input
- Your publisher will expect you to actively market your book
  - They will have marketing ideas for you