DSP MANUSCRIPT SUBMISSION GUIDELINES AND INFORMATION

When submitting manuscripts to DSP, there are certain criteria that need to be followed in order for the maximum sales to be made for your work. To this aim, we have created this document to inform you of exactly what we require and how we require it to be submitted to us. We know how much work goes into creating a Western novel, so we need to be sure that all the correct steps are taken to ensure the process of publishing, advertising and selling your work goes as smoothly as possible. Please read the following statements. If you are committed to following our guidelines, then we would very much like to hear from you.

1. Algorithm
Your books will be sold through Amazon, the largest bookseller in the world. To facilitate this efficiently, we need to consider the algorithm that they use in placing books for sale. The whole site is a process of rules that determines how it sells the books to the people it feels wants the product. To this end, we work on release timing, keywords, titles, pay-per-click advertising, covers, and frequency of releases, all of which feed and please the algorithm. Title, cover, keywords, content and categories all play into the ego of the algorithm. The title and content are where you, the author, come in. We do the rest to make your books sell.

2. Reader Behavior
The Western novel market is always hungry for new stories to digest, but it is also a picky market. Readers know exactly what they want to read and very quickly ignore what they are not interested in. There's no way around this. Readers ultimately hold the power. They can choose what they want to buy. They also tend to buy what they already like because the algorithm feeds those products to them. For instance, Mountain Man books have become very popular. That's why so many authors have turned into frontier writers for the time being, and that is the key because the algorithm feeds those products to the readers.

3. The Cover
Gunfighters on the cover always sell books. Readers have told us this time and time again. They buy based on the title and the cover. If you are a Western reader looking for a new book to read, you will likely head over to Amazon and look at a number of prospective books. Your cover has to sell at a quarter of its actual size. It's a thumbnail on Amazon. We want to keep the covers simple, so readers buy, they enjoy, then they buy another book from that author.

4. Advertising
Amazon advertising is all about the correct keywords and understanding the nature of the readership. Most advertisers don't realize that the algorithm and the advertising go hand in hand. New books please the algorithm and work to your benefit. When a new book is released by an author who has advertising running on an existing book, it supercharges their new release, driving it forward. Advertising is twice as effective on a new book as it is on an old, spent release; hence the need for books to be a series and produced regularly.

5. The Three C's
These are important to grasp as an author.
The first C is Consistency. This is something all authors have to practice. Consistency as an author is the only way to succeed. Keep on sending in manuscripts regularly and to our specifications.

The second C is Commitment. We all have commitments in our lives, and those commitments sometimes seem like a problem. But in reality, a commitment is just achievement in process. As an

author, you have to commit to your book and commit to its success. If you don't commit to your book, you won't be able to be consistent (the first C), and you will find it harder to be successful.

The third C is cool. You have to be cool-headed when writing, you have to be cool-headed when you are working to feed the algorithm with your title, you have to be cool when it comes to the cover. You have to... be committed... and be consistent and cool.

When writing a manuscript for DSP, there are certain requirements we have that need to be adhered to. These are explained below. Bear in mind we are only currently interested in traditional Westerns.

DSP SUBMISSION GUIDELINES

Manuscripts should in the range of 35,000 – 40,000 words per book.

Please submit as MS Word .docx, .doc or a PDF file. Times New Roman font at size 12. One inch border all around the page.

Please submit the full manuscript with a synopsis of no more than one 8-1/2 x 11 page or a detailed plot of your story.

Always write your books with a series in mind.

The central character must be deeply woven into Western lore. Readers flock to a main character who is a gunslinger, sheriff, mountain man, frontiersman, etc.

The ending of each book needs to have a satisfactory ending with the character's story able to carry on to the next book - or seeds of the next book interwoven into the last couple of chapters.

We look for one new novel around every 40 days, either continuing a series or the start of a new series.

All covers must fit our system. The main character's name must feature on the cover at the top followed by the character's occupation, e.g., Robert Jones: US Marshal.

Replies can take a little while, so please be patient. If you haven't heard back from us within eight weeks, then please take it your submission has been unsuccessful.