

## SUBMISSION GUIDELINES

Transpersonal Publishing, div. AHU.LLC  
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Thank you for your interest in Transpersonal Publishing. We are a growing, reputable independent press specializing in holistic health, naturopathic medicine, spiritual/metaphysical, transpersonal psychology, and miscellaneous how-to books.

We welcome new writers, promising reprints, new editions, and established authors. As an independent press, we may lack the publicity of a large publishing house, but our authors enjoy a more personal touch with equal potential for their book to become a best seller through our sales and marketing efforts to bookstore and library buyers and their customers. Because creating demand for a book is a team effort, our most successful authors are those who commit to a book signing tour and have their own channels to promote their concept. We generally push them to the shelves creating availability and attraction through industry cover designs, while authors pull them into the public eye with publicity efforts, educational seminars, and signings. This “push and pull” effort leads to *success*.

### Step 1-Query Submission Guidelines:

Unless you have already talked to us about your writing project and have received approval to send your proposal or manuscript, do not send it. All unsolicited manuscripts and proposals will be returned unread—if submitted with an SASE with correct postage, or they are discarded. Start with a one-page query letter describing your background and expertise, the book project, and why you have a niche concept, and then briefly describe how *you* plan to promote it, in order to make it a success. Mention if you have a completed manuscript, or only sample chapters to submit with your proposal. If we want these after you submit your query letter, we will contact you. We generally take one month to respond to queries. These are done by e-mail to [AllenChips@holistictree.com](mailto:AllenChips@holistictree.com). Please include how you became acquainted with our press.

Step 2-Proposal Submission Guidelines: A book called *How to Write a Book Proposal* is a good resource, in addition to the guidelines in *Writers Market*. Under these standard submission guidelines, and in addition to our own preferences, your proposal should include the following:

- 1) Intro: How you became acquainted with our press and believe we are a good fit
- 2) Project Package: Full manuscript...or minimally sample chapters with outline if you are a published author. Published authors must submit a copy of their best selling book(s).
- 3) Stage: What stage of editing the manuscript is at, and who your content editor, copy editor, and proofers will likely be (we do not have on-staff editors but can recommend some)

- 4) Writing Background: What books or articles you have published to date, how many copies sold, and how/where you obtained your writing skills if you are a new author, including honors and awards. Your highest education credentials.
- 5) Competition: Your title's uniqueness relative to your competition, listing other similar titles
- 6) Past Year's Schedule: Please attach your picture, bio., and an outline of your speaking/workshop or book signing schedule for the past 12 months, and your signing schedule if/when you released a book before
- 7) Author Publicity: Explain, in detail, how you plan to publicize the book on your own, and whether or not you will hire a publicity agent, and what budget, if any, you are pledging to fund an author publicity campaign
- 8) Permissions: Explain whether or not you've obtained all of the permissions/releases from the people who've contributed to your book (if not using fictitious names), or endorsing your book for the back cover. List your secured and probable endorsements, respectively, if any
- 9) Proposed Book Signing: We need a proposed book-signing schedule that you are willing to do on your own accord for 1 year of the publication date (pub. Date would generally be one year from contract). This is vital to proceed with examining your concept, since without it, the books have a higher probability of being returned from the bookstore shelves. Your book-signing schedule should include Book Expo America (1<sup>st</sup> weekend of June), and if falling under the new age genre (instead of alternative medicine) then the INATS West (Denver) in May, and/or INATS East (Orlando) in February. In addition you should include any areas of the country where you live, have a second home, vacation, or plan to see friends and relatives while on your tour. You are advised to go to your local Barnes and Noble, Borders, or Books-a-Million and pick up a guidebook of bookstore locations before performing this crucial aspect of the proposal.
- 10) Format: Use a title page with title of the work, date, author name, etc. Provide an accurate page count on your title page with the number of illustrations in the work. Include a copy of all illustrations either scanned into the manuscript where they go, or clipped/pasted to the appropriate segment, indicating where they go in the manuscript. Print the manuscript one-sided on 8-1/2 x 11 white bond paper-double spaced and numbered, or submit the book if already printed/published. We prefer letter quality, laser printed pages, but will look at pdf versions too, or finished books. Send to: Transpersonal Publishing, PO Box 7220, Kill Devil Hills, NC 27948.
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