



## Blackside Publishing Writer's Guidelines

Thank you for considering Blackside Publishing as the potential publisher of your work. Before submitting a query or a manuscript, please make sure it fits our publishing goals. Blackside Publishing is passionate about supporting the veteran and Gold Star Family communities and their causes.

### OUR GUIDING PRINCIPLE

Great stories impact the audience, improve lives and help bridge the military-civilian gap. We accept and review unsolicited, completed manuscripts, as well as agented submissions. We will not accept or review a project based on a query only.

**Fiction:** We will consider nearly all styles and genres of fiction.

**Children/Youth/Adult Nonfiction and Anthologies:** We will consider all types of well-planned and developed nonfiction books.

**Children, Middle Grade Readers (*ages 8-13*) and Teen Books (*ages 12 and up*):** We will consider picture books, story books, middle grade chapter books, and young adult titles. For middle grade and YA titles, you must submit a completed manuscript as well as a one-page synopsis of the book. If you submit a children's book you've illustrated, please include copies of your illustrations, but keep in mind that if we accept your manuscript, we may decide to choose our own illustrator. Fiction manuscripts for preteens and teens should contain believable characters with real-life appeal; contemporary issues woven into a strong plot; and circumstances with which tweens and teens identify.

**Timing:** Submissions may be sent to us at any time, year-round.

**Response Time:** Our response time varies from three weeks to three months.

**Simultaneous Submissions:** We accept multiple submissions. We feel it's unreasonable to expect writers to give a publisher an exclusive look at a work. We want writers to have every possible opportunity for success, so we're willing to risk losing a story or book if someone at another publisher may have done their reading before we could. And in that case we'll be sorry to lose the work, but we'll be happy for the writer.

## ILLUSTRATOR GUIDELINES

We're always interested in seeing work from new illustrators. Illustrators are welcome to submit samples of their artwork. Please submit photocopies or printed media and include a listing of books you have illustrated along with cover letter, artist bio, your full contact information, including your email and your website. You are also welcome to send a CD or send a link to an online portfolio. Do not send original art or include an SASE; illustration submissions will not be returned. We will keep your samples on file to be considered for projects to be developed in the future.

If you would like to send us samples of your portfolio, please send CD or copies (never send originals) to:

Scoti Domeij, Acquisitions Editor  
5209 Del Paz Drive  
Colorado Springs, CO 80918  
acquisitionsblacksidepub@gmail.com

## HOW TO SUBMIT A BOOK PROPOSAL

Write a cover letter describing the work as a whole or a synopsis of your story along with the information below.

**AUTHOR NAME:**

**DATE:**

**WORKING TITLE:**

**WORKING SUBTITLE:**

*The information you provide will help us make an informed publishing decision. In the event of acceptance, it will also serve as the basis for all marketing, publicity, and sales planning for your product. **Thank you** for your thorough and thoughtful responses to the following questions.*

## AUTHOR INFORMATION

**BYLINE** (*as you want it to appear on your book*):

**E-MAIL:**

**WEEKDAY PHONE:**

**HOME PHONE:**

**FAX:**

**MAY WE GIVE YOUR E-MAIL ADDRESS TO READERS (Y/N)?**

**WEB SITE AND/OR BLOG ADDRESS:**

**MAILING ADDRESS:**

**UPS/FEDEx DELIVERY ADDRESS** (*if mailing address is not a street address*):

**AGENT NAME** (if applicable):

**E-MAIL:**                      **PHONE:**                      **FAX:**

**AGENCY:**

**MAILING ADDRESS:**

**UPS/FEDEx DELIVERY ADDRESS** (if mailing address is not a street address):

**QUALIFICATIONS** (What qualifies you to write with authority on this subject?):

**AUTHOR BIO** (80 words or less, as you might envision it on the back cover of your book):

**BRIEF AUTHOR BIO** (30–40 words for catalogs or publicity):

**OTHER BOOKS PUBLISHED** (include publisher, year of publication, and approximate total sales):

## PRODUCT INFORMATION

**WORKING TITLE:**

**WORKING SUBTITLE:**

**PRODUCT TYPE:** \_\_\_ fiction, genre \_\_\_\_\_; \_\_\_ nonfiction; \_\_\_ [Type of book \_\_\_\_\_] \_\_\_ Other: \_\_\_\_\_

**PRIMARY AUDIENCE:** (be specific, rather than “veterans” or “all women”):

**SECONDARY AUDIENCE:**

**WORD COUNT:**

**PREMISE:** (In 1-2 sentences, describe your unique core message/theme or problem/solution):

**KEY POINTS:** (3–4 succinct bullet points—summarize your main principles.):

**PROMISE:** (3–4 succinct bullet points describe the benefits. What will the reader do better? What will the reader learn? How the reader’s life improve or change for the better?):

**UNIQUE SELLING PROPOSITION:** If consumers in the target market purchase and read [book title], then they will: List 3-5 benefits. Because the book will: List 3-5 features.

**MOOD/VOICE:** (Formal/academic? Casual/conversational? Other?):

**MARKET POSITION:** (How should it be positioned in the mind of the consumer?):

**COMPETITION:** (Please cite the top 3–4 titles on the market, with ISBNs, that are most likely to compete with your book. How is yours significantly different from each? How is yours better? How is yours unique? What niche does your book fill?):

**CATEGORY:** (In what section of a bookstore would your product appear?):

**GENRE/WORD PICTURES:** (What is the appropriate visual genre for the cover package? Is there symbology or word pictures throughout? Metaphors? What would be the wrong approach to packaging this book? Are there special interior design features you’d like to see?):

**OTHER COVER COMMENTS:** Please provide any additional suggestions regarding cover design:

## PROMOTIONAL INFORMATION

**BACK-COVER SALES COPY:** (We give our authors the opportunity to write a first draft of potential back-cover sales copy for their books. Start with an attention-grabbing headline, then in 125 - 200 words, draft copy that will make the consumer say “I must buy this book!”)

**KEY SEARCH WORDS:** *(Please provide 6–12 key words from your manuscript that would help generate Internet search-engine traffic):*

**POTENTIAL INTERVIEW QUESTIONS:** *(Please supply 6–12 potential questions a media person might use to interview you about your book. They should be crafted to evoke the project's premise, promise, and precepts in your answers.):*

**ENDORSEMENTS:** *(Please provide names, titles, mailing, and e-mail addresses of several respected, known and/or credentialed leaders who may be willing to endorse your book. Indicate if you have personal connections with any of them.):*

**FOREWORD:** *(If you have lined up someone well-known to write a Foreword, please provide that person's name, title, and contact information. If not, please suggest 2–3 appropriate people with whom you have contact who may be willing to provide a foreword, plus their contact information.):*

**AUTHOR BUYBACK:** *(The approximate quantity of copies you or your organization would likely purchase at author discount from the initial printing.):*

## **YOUR MARKETING PLAN**

**MAILING LISTS:** *(Identify lists to which you have access and describe how will you use them to publicize your book):*

**MARKETING EFFORTS:** *(What will you do to market this book to the special groups and channels to which you have access?):*

**PUBLICITY AND SOCIAL MEDIA CONTACTS:** *(List the publicity and social media contacts you have. How will you use social networking and other relational networks to promote your book?):*

## **IF YOUR PRODUCT HAS BEEN PREVIOUSLY SELF-PUBLISHED**

**DATE OF PUBLICATION:**

**SALES:** *(Please list the year and the number sold that year, then give a total for all years):*

**EDITING:** *(Describe the critique, editing, and proofing your manuscript received):*

**HOW DID YOU MARKET AND DISTRIBUTE THE BOOK?**

**WHY ARE YOU NOW SEEKING A PUBLISHER?**

**HOW WILL YOU MARKET THIS VERSION DIFFERENTLY FROM THE PREVIOUS ONE?**

## **CONTENTS & SAMPLE CHAPTERS**

**ANNOTATED TABLE OF CONTENTS:** *(Provide chapter titles and 1-2 sentences highlighting the premise/promise or problem/solution of each chapter.)*

**SAMPLE CHAPTERS:** *Please send 3 sample chapters. Send chapter 1, plus 2 other chapters. Does not need to be the first three chapters.*

**MANUSCRIPT FORMATTING:** *Times New Roman, courier, courier new, 10 pt with 1 1/2-spaces between lines, one space between sentences, 1-inch margins in a Word or Pages document. Don't*

*insert extra lines between your paragraphs. Type the author's name, author's pseudonym, address, phone number, email address and the word count on the top left hand side of the first page. On every subsequent page, insert your name, story title, and page number as a right-justified header.*

## HOW TO SEND US YOUR WORK

If you submit a paper manuscript, don't staple your pages together. Package them well so they won't get damaged. If you want your manuscript returned, you **MUST** include a self-addressed stamped envelope with sufficient postage or we will not return of your manuscript. *Please do not submit your only copy.*

Remember to include your contact information including e-mail address (we will acknowledge receipt of your query by e-mail). If you make simultaneous submissions to other publishers, please note this in your cover letter.

**Please email or send submissions to:**

Scoti Domeij, Acquisitions Editor  
5209 Del Paz Drive  
Colorado Springs, CO 80918  
acquisitionsblacksidepub@gmail.com