



Crone House
Publishing

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AUTHOR GUIDELINES FOR BOOK PROPOSALS

Crone House publishes books for the “Women Over 40” audience. We will consider main-stream fiction and non-fiction on subjects of general or specific interest to our audience. We are willing to accept “simultaneous submissions” so long as you inform us in your initial inquiry that you are sending to multiple publishers for consideration.

We do **not** publish the following genres:

FICTION:

Romance or Historical Romance
Sci-Fi
Mystery
Thrillers

NON-FICTION:

Books with a specific religious slant
Cookbooks or diet books (unless combined with another important message or topic)
Reminiscing memoirs without a specific message
Finance, investing, or business management, unless addressing topics of strong interest to our audience

For fiction, the subjects we’re most interested in looking at would be stories that speak about women’s lives, challenges, recreational activities, and interests. A book that tells a good story about a woman dealing with challenges that includes some spiritual issues or a bit of juicy romance (erotic but not pornographic) would interest us but not one where religion or romance is the PRIMARY theme. Relationships are always good grist for women’s fiction and can run the gamut of good, bad, and ugly and still be successful. A story in which a woman has a big adventure resulting from an act of nature and overcomes huge obstacles to arrive at solutions to big problems would be of interest. A story in which the heroine holds a non-traditional job and deals with fascinating aspects of her profession woven together with some romance, adventure, or mystery could interest us.

In non-fiction, we’re most interested in telling women how they can achieve greater success in some specific area(s) of their lives, how they can overcome major obstacles, and when written from the perspective of the author who has done those very things, they work much better with our audience. A recent query is an excellent example of a project that at first glance would not interest us, but with further discussion with the author, holds great potential. This woman has recently learned that she has strong allergic reactions to most of the foods most commonly eaten in our society - serious enough to be life-threatening in some cases. She is now working on a non-fiction “here’s what I learned about my own diet and health issues that might help you” type of book that will incorporate food buying tips, meal plans, and recipes. She initially described her project as a “cookbook”, but clearly, it will be much more than that.

We publish books that lift your spirit, speak to your soul, and satisfy your longing for good stories.

Another example that we recently published is a woman in her 60's who had a brain aneurysm and couldn't speak, read, or write. She struggled to recover her communication abilities, then wrote about the experience. Further, she's a strong advocate for rehabilitation reform in the State of California and for literacy programs as a result of what she experienced. This book is not a medical textbook or even so much a self-help book but it's clearly inspirational and has strong spiritual overtones.

HOW TO SUBMIT:

Please, send us your book topic or idea via email, first. That initial query should include:

Book topic and BRIEF synopsis (100-300 words)

If fiction, main characters and how you're developing them within the story

If non-fiction, where is your material coming from - self-experience, a close friend or family-member, or variety of interviews and research - or combination of one or more.

Approximate number of pages (Word or WordPerfect, double-spaced, 11 or 12 pt Times Roman type, 1" margins as a rule of thumb)

VERY IMPORTANT - tell us why you've written or are writing THIS book (yes, we know you just LOVE to tell stories, but why THIS story?) (Note: if you're not passionate about your writing, it's going to be very difficult for US to be!)

Give us a brief overview of any marketing or promotion ideas you've come up with

If this book is one in a series, what else have you done on the topic or series or will be doing. If already published, with whom and when. **AND** why are you not going back to that publisher for THIS project?

Does your book include artwork or photos, black & white or full-color?

MOST IMPORTANT - who is your specific audience? (While our GENERAL audience is Women Over 40, your book may target women who've been through treatment for breast cancer or their caregivers or women who've worked in law enforcement.)

You're welcome to suggest a title (and subtitle, if applicable) for your book, but be aware that final decision on book titles and layout/format rests with us, the publisher.

We respond very quickly to email inquiries - usually within 48 hours. Furthermore, if your query clearly does NOT interest us we will tell you why. If it does interest us, we'll let you know what your next step needs to be. Depending on the nature and degree of completion of your project we may ask for as much of the manuscript as you have done or a sample or tell you to wait until you have it complete and send it. We'll also instruct you on the format and method to send. For some we want a printed manuscript and some we'll take electronically via email attachments.

If we accept your book for a publishing project, we'll notify you in writing and, as quickly as possible, prepare a publishing agreement for you to review. Upon mutual acceptance of that agreement, we'll forward to you whatever advance payment we've agreed upon (not all projects include advances!) and begin the project. Once we have begun a publishing project, time becomes a major factor in the success of your book. You must be prepared to move quickly through the manuscript completion and editing process, so if you have factors in your life that may impinge upon that progress, please, let us know early in the submission process so we can better manage the project. The book world turns on seasons and timelines for distribution and marketing so knowing up front that there may be a problem with the timing of a book release helps us make those decisions.

The following sheet is meant as a check-list to guide your project development and is not a "carved in stone" document for all book projects. We know that not all writers are prepared to address all the issues we've addressed, but the closer you come to doing so, the more likely you'll see financial returns for your writing work.

Nancy Layton

Executive Editor

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This checklist is meant to be a reference guide to help you develop your book project and prepare it for publication. While not every item will apply to every book project, most do in some way, so consider each item carefully as you're working on your writing.

FICTION:

1. Who is your target audience? Who will buy your book? Who will read your book? Are they the same person?
2. **WRITE WHAT YOU KNOW!**
3. Are your characters believable?
4. Is your storyline / plot so complex even you are getting lost?
5. Is your timeline clean and valid? (This can be especially problematic when you use flash-back or fast-forward.)
6. Spelling and grammar do matter!
7. Dialogue must hold up when read out loud. Watch your vernacular conversations or self-talk - they can be VERY tricky and editors can have big problems knowing if you're on-target with street-slang, culture-specific words or phrases, and historical usage. (Think East LA, Cajun, and Elizabethan.)
8. Have you painted the picture so your readers can "see" the action?
9. Vivid, detailed descriptions are effective but can become tiresome when overused.
10. Always, always, always read your story out loud, preferably to someone who will listen and call your attention to areas that aren't working. (Think audio books!!!)

NON-FICTION:

1. Who is your target audience? Who will buy your book? Who will read your book? Are they the same person?
2. Is your topic timely?
3. What benefit does your book offer your audience? Why should they buy your book?
4. Are you an expert on the subject? Is this from personal experience or first-hand knowledge?
5. How are you supporting your topic? Research, interviews, first-hand knowledge?
6. Does your book require illustrations, art, or photos? Will you provide? What format for the book - b&w or color, line drawings, original art, clip-art, stock photos, your own, or purchased?
7. Have you researched the competition? What does your book offer that they don't? What sets your book apart from the crowd?
8. What else have you written on the topic? Where? When?
9. Are you prepared to become a public speaker on your topic? With live audiences? Press, radio, or TV interviews? Major talk shows?
10. If you were publishing your book yourself, how would you market it?