



The World of Book Publishing for Aspiring and Established Early Childhood Authors

Kathy Charner and David Heath

How we came to publishing

Kathy's story

David's story



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Poll #1

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**Am I a writer?
How do I become a writer?**

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Poll #2

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**There are all kinds of writers
who write for all kinds of things**

- Newspaper/magazines/journals
- Books
- Blogs/websites
- Technical manuals
- Garment labels
- Cereal boxes
- Catalogs
- Junk mail

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What's the difference between a writer and an author?

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Our assumptions

- You are an educator in the early childhood field.
- You may or may not have written a book or article, or had your writing published.
- You have always wanted to write.
- You have a message that needs to be heard.

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How do I begin to write a book?

- Identify a topic
- Identify and read other books on that same topic
- Identify publishers that specialize or have an emphasis in early childhood education
- Read the publishers' instructions for submitting a proposal

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How do I begin to write a book? (continued)

- Identify your passion
 - What part of your work do you want to share with the field?
 - What makes your expertise unique?

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How do I begin to write a book? (continued)

- Identify your audience
 - Who are they and what do they want to know?
 - Match the tone and approach you use to the audience
 - Find a book that is similar to the one you want to write
 - Tone/sophistication/depth
 - Audience

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How do I begin to write a book? (continued)

- After identifying the topic and audience
 - Use the note-taking process that works for you (digital, handwriting in a book or on index cards, etc.)
 - Meet with others who inspire you

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Becoming a writer

- Set aside time to write each day
- Ask a friend or colleague to give you feedback
- Make time to research your book idea
- Attend conferences to learn about the needs of different audiences and trends in the field
- Develop a support network
 - Writers' workshops
 - Local writers' organizations
 - Connect with others using social media
 - Support of friends and family

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Educational publishers—who they are and their niches



- NAEYC
- Redleaf Press
- Free Spirit Publishing
- Exchange Press
- Gryphon House
- Teachers College Press
- Brookes Publishing Co.
- Routledge Publishing
- Heinemann

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How do I select the right publisher for my book idea?

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Meet with an editor or publisher at a conference

- Before the conference
 - Clarify your idea
 - If possible, pitch more than one idea
 - Familiarize yourself with the publisher's guidelines
 - Know the publisher's focus, the gaps in that publisher's books, and how your book will fill the gap and complement that publisher's books

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What publishers want to know

- Briefly describe your topic
- Why is there a need for this book (and why will people buy this book)?
- What are the competing titles and how is your book different from the competition?
- How is your book unique?
- Why are you qualified to write this book?
- How will your book make a difference in the field?

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What should I include in my book proposal to the publisher?

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NAEYC

Submitting a Book Inquiry or Proposal for Review

For books — but also useful for booklets or brochures.

*"I have an idea ... an outline ... a few chapters ... a complete manuscript.
Would NAEYC be interested in publishing it?"*

Before you send us anything to review, we invite you to familiarize yourself with the kinds of projects NAEYC publishes. Read NAEYC's [Publishing FAQs](#). Browse our current print or online catalog. Compare some of NAEYC's books to your book idea. Determine whether NAEYC already has one or more books in print on your same topic and taking your same approach. What about other early childhood publishers? (Locate those by searching the web, visiting your local college bookstore or library, or talking to colleagues about the resources they use.) If books similar to the project you have in mind are already out there, you'll need to be ready to explain to us how yours would be different or better.

NAEYC-published books are closely identified with the Association, and our members and other readers expect them to reflect NAEYC's core [public policy statements](#) on practice and policy, such as developmentally appropriate practice and respect for all children and families. NAEYC is a publisher of professional materials for teachers. Our best materials support good practice from a research base of the best current knowledge of the early childhood field. We do not publish curricula or activity books, per se.

Send Us an Inquiry First

If your research reveals a niche in the marketplace that your book could fill, then send an inquiry to the NAEYC Books Department. We suggest you send the inquiry early in your thinking about the project. Exploring topic, tone, and audience with us *before* you take your idea too far saves both of us time, and makes it more likely that you might develop a manuscript that NAEYC would publish.

In your inquiry, please provide:

- outline or table of contents
- narrative description of the project

Your description of the project will let us sample your writing. But if you have other writing samples available (e.g., a published article or book, link to a blog or forum you've posted to), you could send that along, too.

Give us a few weeks to respond. If the fit is promising, we will invite you to submit a formal proposal for review. The instructions below describe how to prepare such a proposal.

Become a Redleaf Press Author

The mission of Redleaf Press is to improve the lives of children by strengthening and supporting the people who care for them. We publish and distribute educational materials, including books, videos, audio tapes, and CD-ROMs, to make information about best practices in the early childhood field accessible to people who work directly with infants, toddlers and preschoolers. Our audiences are child care center administrators and staff, early childhood educators including preschool and prekindergarten teachers, family child care providers, and early education instructors and trainers.

In order to be considered for publication by Redleaf Press, the material you submit must:

- be age and audience appropriate;
- be based on sound theory and research in child development;
- take cultural differences in child development and in child-rearing practices into account;
- reflect an active, learner-oriented approach to education.

Redleaf Press does not publish books or other materials for children or for parents unless they are directly related to early care and education issues and practices.

Submitting a Proposal

To submit a book proposal, send us:

- a cover letter describing your book idea. In addition to the nature of the content, we need to know the audience for whom it is intended, how it compares to books that are already available on the same topic, and your applicable expertise.
- an outline or table of contents showing us the scope and organization of the work, including a summary of what each topic or chapter will cover.
- a writing sample that shows your ability to write clear, coherent prose. Ideally this will include selections from the manuscript you're planning to submit or write, such as the introduction and one or more sample chapters. Additionally, you can send previously published material, such as a magazine or newsletter article, preferably on the same subject that your proposal is about.
- a resume showing your relevant experience and education.

Send all materials to the following address:

Acquisitions
Redleaf Press
10 Yorkton Court
St. Paul, MN 55117-1065

You may also send your proposal as an email attachment to acquisitions@redleafpress.org.

Redleaf Press

Become A Gryphon House Author

We're interested in your new book idea!

If you have an idea for a book, we'd like to hear about it. At Gryphon House, our goal is to publish books that help teachers and parents enrich the lives of children from birth through age eight. We strive to make our books useful for teachers at all levels of experience, as well as for parents, caregivers, and anyone interested in working with children. The staff at Gryphon House cares deeply about children and about teaching them appropriately and positively. We also believe that spending time with children is a valuable and fun thing to do. Our books reflect these beliefs.

We look for books that are developmentally appropriate for the intended age group, are well researched and based on current trends in the field, and include creative, participatory learning experiences with a common conceptual theme to tie them together. Our books are essential tools for teachers. In fact, the books should be ones that teachers will want to use every day. Books that cater to a particular market beyond teachers are also appealing.

Note: We do not publish children's books at all.

Things to Consider Before Submitting a Proposal

Competition

Find and review books similar to yours. You can find books in the library, in a book called Books in Print, retail bookstores, and teacher and school supply stores. Familiarize yourself with the books on your topic and then tell us how your book is different.

Market

Is there a need for another book on your topic? What makes your book unique? Is this a book that teachers will want to use every day?

Other Important Issues

Who has reviewed or tested your book? Have you led classes or workshops on the topic? What is your background? Have you published other books, articles, or other material? If so, please list us. How well will you be able to promote your book? Can you conduct workshops at professional meetings, or do demonstrations at bookstores? Include this information in your letter of inquiry, outlined below.

Submitting a Proposal

We prefer to receive a letter of inquiry and/or a proposal, rather than the entire manuscript. That means you don't have to wait until you've completed your book to send it to us. Your proposal should include:

Gryphon House

Brookes Publishing Co.

For Prospective Authors

Home » About Us » For Prospective Authors

What does Brookes Publishing do?

Founded in 1978, Brookes is an independent, highly respected educational publishing company with a strong focus on helping all people—with and without disabilities—reach their potential. We publish 50+ new titles a year on screening and assessment, early intervention, inclusive and special education, autism and other disabilities, therapy, behavior, communication, and more. To learn more about who we are and what we do, please see our About Us page. Browse our latest catalog, check out our latest awards and press releases, and follow us on Facebook and Twitter.

How do I submit a proposal?

To submit a proposal to us, send the following items to submit@brookespublishing.com.

- **A prospectus.** Tell us about your book! Be sure to include its focus, purpose, audience, and competition; describe the results it will tackle or the problem it will solve; clarify what makes it important or unique; and tell us why we should care. You can share as much information as you want to give us the best possible understanding of your book.
- **A completed Publication Questionnaire.** Please fill this out thoughtfully; we use your responses to inform our decisions about your proposal and to envision how your project would be marketed.
- **An annotated table of contents.** Provide as much chapter detail as you can. For edited volumes, indicate how many chapters have been assigned and who will write each chapter. Contributors don't have to be secured for all chapters in the book at the time you submit your proposal.
- **A copy of your curriculum vitae (CV) and the CVs of any co-editor or co-author who will participate in the development of your book.**
- **Any relevant supporting material.** Send us a chapter or lesson plan, technical data or articles, reference citations, or other representative examples.

When will I hear back from you?

You should expect to hear back from us within a week or two to acknowledge we have received your proposal and to share next steps. Our acquisitions editors carefully consider your submission; the process may include both an internal review and peer reviews by experts in the field. Because this review process is comprehensive, it may take up to three months for us to contact you with a decision about your proposal.

Why should I publish with Brookes?

Brookes is a leader in the field—we've been submitting groundbreaking resources for more than thirty years, and our authors are some of the most highly respected experts in early childhood, early intervention, education, and disabilities. Here's a partial list of our past, but certainly not limited, to creativity and innovation. We take your professional reputation and the quality of your work seriously. And because we're a smaller company, you can actually pick up the phone and talk to about your book. Our staff works hard to develop strong, lasting relationships with Brookes authors, so you and your project will get personalized attention every step of the way.

You'll feel like an integral part of the process as we work to connect your product with the professionals who need it most.

Submission Guidelines

About Free Spirit Publishing

Our mission is to provide children and teens with the books they need to overcome challenges and make a difference in the world. We publish high-quality nonfiction books and learning materials for children and teens, parents, educators, counselors, and others who love and work with young people.

Founded in 1983 by author and educator Judy Galbraith, Free Spirit Publishing produces award-winning books that are recognized and respected for their creative, practical, jargon-free, and solution-based focus. A contract and royalty publisher, we produce 20-25 new titles each year.

Free Spirit's books and learning materials are of the highest quality. They are widely and positively reviewed in major publishing, educational, and parenting publications (including Publishers Weekly, School Library Journal, and Youth Today), and winners of many awards. Each title we publish receives the close, careful attention of our editors and publicity and sales departments. Additionally, our strong backlist ensures that our books experience a long life in print.

Our titles are available through major trade and library distributors (including Baker & Taylor) and can be found in independent and national bookstores (including Barnes & Noble), at Amazon.com and other online booksellers, and in select catalogs. Free Spirit books and learning materials are also available through our own widely distributed mail order catalog and at our website. In addition, we attend and sell our books at regional and national conferences. Our books have been translated into more than 30 languages around the world.

Determining Whether Your Work Is a Fit for Free Spirit Publishing

If you are interested in working with Free Spirit, it is best to start by familiarizing yourself with our books. You may request a copy of our catalog or review our titles online at www.freespirit.com. We also recommend that you check out our books at your local library or bookstore to get a feel for our tone and style.

We do not accept the following types of submissions:

- General fiction or storybooks
- Books with animal or mythical characters
- Poetry
- Material with religious or New Age content
- Single biographies, autobiographies, or memoirs
- Guidelines for adults

If your project is in any of the above formats, it is not right for us—even if content themes overlap with those we publish on.

Free Spirit Publishing

What is the publisher's process for evaluating a book proposal?

- Varies by publisher
 - Redleaf's process
 - NAEYC's process

Types of contracts

- Work-for-hire
- Royalty contract
- Non-royalty contract

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What do I need to know about negotiating a contract?

- Publishing is a partnership
 - Author brings content expertise
 - Publisher brings publishing expertise

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Contract terminology you should be familiar with

- Copyright
- Grant of rights
- Subsidiary rights
- Royalty
- Out of print
- Author's warranty
- Competing works
- First refusal
- Assignment

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Poll #3

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What does the editorial process look like?

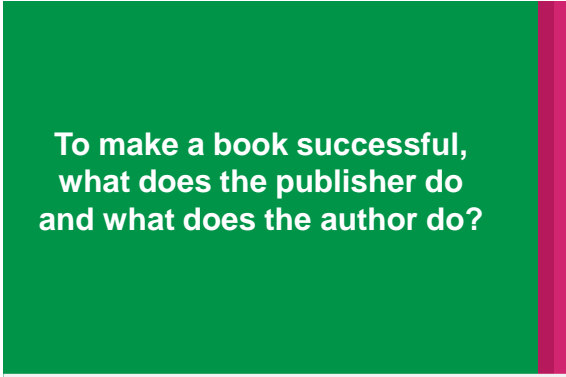
- NAEYC's process
- Redleaf's process
- Roles and responsibilities

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What does the design and production process look like?

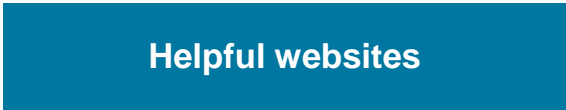
- NAEYC's process
- Redleaf's process
- Roles and responsibilities

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To make a book successful,
what does the publisher do
and what does the author do?

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Helpful websites

Proposal instructions

- NAEYC: <https://www.naeyc.org/files/naeyc/Submitting%20a%20Proposal.pdf>
- Redleaf Press: <http://www.redleafpress.org/BookIdea.aspx>
- Free Spirit Publishing: <https://www.freespirit.com/Submission-Guidelines>
- Gryphon House: <https://www.gryphonhouse.com/about/become-author>
- Teachers College Press: <https://www.tcpspress.com/for-authors>
- Brookes Publishing Co.: <http://www.brookespublishing.com/about-us/prospective-authors/>
- Routledge Publishing: <https://www.routledge.com/resources/authors>
- Heinemann: <http://www.heinemann.com/aboutauthorinfo.aspx>

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Helpful websites (continued)

General

- How to Become an Author: Your Complete Guide by Jerry Jenkins: <https://www.jerryjenkins.com/how-to-become-an-author/>
- 10 Best Organizations for Writers: <http://www.evenwritersresource.com/10-best-organizations-for-writers/>
- 10 Things I Wish I Knew about Being an Author that I Learned the Hard Way by Deborah Plummer: http://www.huffingtonpost.com/deborah-plummer/10-things-i-wish-i-knew-a_b_2904411.html
- Major Writers Organizations from Writers and Editors: http://www.writersandeditors.com/major_writers_organizations_57410.htm
- Agents and Book Proposals from Writers and Editors: http://www.writersandeditors.com/agents_and_book_proposals_57412.htm
- Getting Published (Starting Out) from Writers and Editors: http://www.writersandeditors.com/getting_published_starting_out_57653.htm

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Questions from the audience



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Thank you!

Contact us if you have additional questions

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David Heath

dheath@redleafpress.org

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