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

Poll #1
Am I a writer?
How do I become a writer?

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

Poll #2
What’s the difference between a writer and an author?

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.

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
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?

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

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
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

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

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

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?

What should I include in my book proposal to the publisher?
Submit a Book Inquiry or Proposal for Review

To submit a book for review, you must be familiar with the work of NAEYC and have a clear understanding of the potential audience for your work.

Before you submit a book for review, it is important to be familiar with the work of NAEYC. If you have any questions about the submission process, please contact NAEYC at 1-800-NAEYC-INFO (624-9246) or via email at info@naeyc.org.

Send an Inquiry First

Before submitting a book for review, you must first send an inquiry to NAEYC. This will help you determine if your book is a good fit for NAEYC and will allow you to get feedback on your proposal.

In your inquiry, please provide:

- The title of your book
- A brief summary of your book
- The intended audience for your book
- A discussion of the importance of your book

This will help NAEYC determine if your book is a good fit for their readers.

Become a Redleaf Press Author

Redleaf Press is known for its high-quality, research-based books that are designed to provide educators and policymakers with the latest information and best practices in early childhood education. Our books are designed to be practical, easy to read, and focused on providing educators with the tools they need to improve the lives of children.

In order to become a Redleaf Press author, you must have a doctoral degree in education or a related field. You must also have a strong understanding of the issues facing early childhood education and be able to communicate your ideas clearly and effectively.

In addition to these requirements, you must be able to work well with others and be able to meet deadlines. You must also be willing to travel to events and conferences to promote your book.

Submit a Proposal

To submit a proposal, you must send an email to Redleaf Press at redleaf@redleafpress.org. In your email, please include:

- A brief summary of your book
- The intended audience for your book
- A discussion of the importance of your book

Redleaf Press will review your proposal and provide feedback on your ideas. If your proposal is accepted, you will be asked to submit a full manuscript, which will be reviewed by our editorial team.

Send your proposal to the following address:

Redleaf Press
1050 Park Avenue
Suite 120
St. Paul, MN 55104-1055

You may also send your proposal to an editor at the following address:

Susan L. B. Clancy
Executive Editor
Redleaf Press
1050 Park Avenue
Suite 120
St. Paul, MN 55104-1055

Gryphon House Author

Gryphon House is known for its high-quality, research-based books that are designed to provide educators and policymakers with the latest information and best practices in early childhood education. Our books are designed to be practical, easy to read, and focused on providing educators with the tools they need to improve the lives of children.

In order to become a Gryphon House author, you must have a doctoral degree in education or a related field. You must also have a strong understanding of the issues facing early childhood education and be able to communicate your ideas clearly and effectively.

In addition to these requirements, you must be able to work well with others and be able to meet deadlines. You must also be willing to travel to events and conferences to promote your book.

Submit a Proposal

To submit a proposal, you must send an email to Gryphon House at info@gryphonhouse.com. In your email, please include:

- A brief summary of your book
- The intended audience for your book
- A discussion of the importance of your book

Gryphon House will review your proposal and provide feedback on your ideas. If your proposal is accepted, you will be asked to submit a full manuscript, which will be reviewed by our editorial team.

Send your proposal to the following address:

Gryphon House
1050 Park Avenue
Suite 120
St. Paul, MN 55104-1055

You may also send your proposal to an editor at the following address:

Sarah L. B. Clancy
Executive Editor
Gryphon House
1050 Park Avenue
Suite 120
St. Paul, MN 55104-1055
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

What do I need to know about negotiating a contract?

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

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
Poll #3

What does the editorial process look like?

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

What does the design and production process look like?

- NAEYC’s process
- Redleaf’s process
- Roles and responsibilities
To make a book successful, what does the publisher do and what does the author do?

Helpful websites

Proposal instructions

- Gryphon House: https://www.gryphonhouse.com/about/become-author
- Teachers College Press: https://www.tcpress.com/for-authors
- Routledge Publishing: https://www.routledge.com/resources/authors

Helpful websites (continued)

General

- 10 Best Organizations for Writers: http://www.everywritersresource.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_67410.htm
- Getting Published (Starting Out) from Writers and Editors: http://www.writersandeditors.com/getting_published__starting_out__67653.htm
Questions from the audience

Thank you!

Contact us if you have additional questions

Kathy Charner
kcharner@naeyc.org

David Heath
dheath@redleafpress.org