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Submission Guidelines for the F+W Media Craft Community

We are always looking for talented craft enthusiasts and artists who have a passion for sharing their knowledge with others. If you would like to create a book that showcases your work and instruction, here is some important information about how to become an author with **F+W Media Craft books, in any one of our three imprints: North Light Craft, Krause Publications Craft and Memory Makers books.**

Why F+W Media?

F+W Media has become the publisher of choice for many top-selling, creative authors because our books are highly inspirational, highly instructional and look great! Our books are in bookstores, craft specialty stores and art supply stores across the U.S. and Canada. We aren't just a group of editors and designers; we are a group of craft enthusiasts and artists, just like you. We understand what it is you hope to accomplish with your book because it's the same thing we would want to see in a book we buy ourselves.

What does F+W Media look for in books?

A lot goes into a successful craft book, but below are a few key things that we find make a good foundation for great books.

For the creative enthusiast. We want ideas for books that will appeal to the person who likes to spend their leisure time making or creating things, be it just for fun, for decoration, to wear, for gift-giving, to show or to sell.

For a specific skill level. Books for our North Light Craft audience typically appeal to beginners with basic skills and knowledge. The techniques and processes presented should be well within the reach of the average reader. Emphasis should be on methods that are relatively easy, fun, and rewarding. For our Krause Publications Craft books, we're also interested in books that teach intermediate sewers, quilters and knitters new techniques.

Full of projects, techniques or concepts readers can use. Typically, our books feature 20–25 projects or demonstrations that the reader can do or make. The reader should be able to successfully complete the projects, resulting in a product she or he will be proud of, or be able to emulate the demonstration to create something that looks pleasing.

With easy-to-follow step-by-step demonstrations. The projects and demonstrations should be accompanied by clear, easy-to-follow photographs or illustrations, so the reader can see the whole process visually. After looking through the book, the reader should feel confident that she or he can do the projects. Even for our books without step-by-step photographs (some of our quilting and knitting books, for example), clear written instruction is essential.

Full of great examples of visually inspiring projects. All of the projects in the book must be appealing and visually inspiring, they must be of high quality, and most should look within the reach of the reader. The reader's response to the examples in the book should be "Wow, I want to do that!"

What's in it for me?

Creating a book will take time, effort, and real commitment, but the rewards are worth it. Besides the obvious satisfaction and pride you will feel when you see your best work in print, there are other rewards:

You can share your joys and discoveries with others. A major part of the pleasure of being a published author is sharing your work with others. You make beautiful things you can wear, display, decorate your home with, give as gifts, or sell. There is no better way to enrich the joy of others than to share your discoveries and secrets in a well-written instruction book.

It helps get the word out. Being the author of a book is a great way to become known by a lot of fellow hobbyists, crafters and artists. Join our current list of well-known F+W Craft authors. A little publicity always helps, and a book with your name on it is the best kind of advertising!

Being published enhances your opportunities as a teacher. If you teach or want to teach, authoring a book is a great way to reach potential students. If they like what you show them in your book, students will want to take your classes and seminars to see you work in person. This, in turn, also provides opportunities to promote and sell your products.

You make money. Although you might not be able to retire early (or even quit your day job), the advance on royalties and royalty payments you receive as your book sells can be a nice supplement to your earnings.

What skills do I need to create a book?

We need our authors to have several skills to be able to work with us to create a successful book.

Create great projects and work with F+W Media on acquiring great photographs. Not only must the projects in your book be of high quality, the photography must be excellent as well. Because many potential authors do not have the necessary equipment, time, or skill to take images of high enough quality for print use, we offer the following arrangement: If we contract with you to publish a book, F+W Media will bring you to Cincinnati for a photo shoot (typically one-week long), where we will pay for photographic expenses, as well as for your lodging and transportation.

Write clear, instructive direction. If you can accurately describe in words what you are doing while creating a project, you will most likely have the necessary writing skills. We're not looking for scholarly prose; just an easy-to-follow description of how you create a project that is clear enough for our readers to follow. If your writing is logical and correctly ordered, we can edit the text for grammar, spelling and punctuation.

Provide the content for a book layout plan. Before you write or create anything for a book, you will need to discuss with your editor the number and range of projects you want to include. In doing this, it is important to provide a complete list of all the materials you use to create your projects. Your editor will use this information to work with you to plan the content layout of the book.

Deliver material on time. It's very important to deliver finished projects, materials lists and writing to us on time so we can stick to our publishing schedule. Having a clear plan for the book from the beginning will expedite your photo shoot and help to keep you on schedule. We will work with you on a mutually agreeable due date.

What do I submit for my proposal?

A complete proposal package allows us to get a full understanding of the book you want to create. Please include the following in your submission:

1. Book theme: The most important thing we need to know about your book idea is its unique angle—your approach to your art interest or craft that is special and different. This very specific "handle" or "theme" will focus the book and give it a definite direction from the start.

2. Ten to twenty jpgs of your work that is similar to what you envision being in the book. Note the techniques or materials used if it's not obvious in the images.

3. Short answers to the following questions:

- What subject matter, approaches to the subject matter, and point of view will it include?

- Who is the book for? Please specifically define your audience based on skill level and demographic.

- How does the book work? How will it teach the reader or inspire her? In what form will the instruction be delivered—i.e., with step-by-step demonstrations, projects or exercises for the reader to do, close-up details, case studies, artist profiles, before-after or good-bad comparisons, etc.?

- What makes your book special and different? What will the readers find in your book that they can't get in other books? This doesn't mean it has to be startlingly new, but what features would it have that would set it apart from other books?

- What qualifies you to write this book? Tell us your background and the experiences and accomplishments in your field that qualify you to be the author of a successful book. This also includes examples of how you might be able to help promote the book. We are always interested in the author's existing promotion platform, including a blog or Web site, forums and other creative community involvement.

4. If you have them, you should also submit an outline or table of contents, as well as a sample section or chapter that will be representative of the book and your writing style.

Where do I send my submission?

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What's next?

After we have a book concept that we think will fit our publishing plan, we work with you to develop an outline or chapter-by-chapter description of the book's contents. We also decide how we will present the material (such as with step-by-step direction).

Once we have a good outline and sample demonstration, we propose the book concept to a review board for final approval. If approved, we then negotiate a contract. Your acquisitions editor can give you more information about this process.

Thank you for your interest in working with F+W Media. We look forward to hearing from you!