



**CONQUEST
PUBLISHERS**

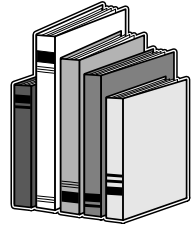
**WRITER'S
GUIDELINES**

Updated May 2, 2009



ABOUT CONQUEST PUBLISHERS

Conquest Publishers is a dynamic author services company based in Prince George's County, Maryland. The company is a subsidiary of Conquest Enterprises, LLC, a limited liability corporation organized by ConquestHouse, Inc., a non-profit organization. Conquest Publishers started out in 1998 as a manual publishing division of ConquestHouse. In 2001, the company established a separate entity and expanded its services to include publishing of various types of books, author services, and consulting. The mission of Conquest Publishers is to encourage, educate, exhort and edify Christians in the urban marketplace. As such, we seek to publish books that will have an appeal to people who live an active and open biblical Christian lifestyle, who attend church at least three-four times per month, who are interested in or involved in ministry to their peers or others in their communities, and who put Jesus first in every area of their lives.



CP PUBLISHING MODEL

Conquest Publishers employs a relatively new publishing technology and publishing model known as print-on-demand (POD). Until the development of this technology, most books were printed using offset presses. Because offset printing requires producing printing plates (which cannot be altered once they are created), and the majority of costs for offset printing goes into the cost of the plates, ordering small quantities of offset books (under 1000) was rarely cost effective.



POD printing does not use plates, but uses a technique similar to that of a laser printer. Because this process is digital, and digital files can be altered at any time, POD printing makes it possible to

order small print runs of books at a reasonable cost. This reduces the initial costs that a publisher invest in the book, and allows the publisher to “test the waters” of a potential book without having to spend thousands of dollars for a first print run. Because POD printing has a lower initial cost, it has allowed many publishers to get books to market for thousands of dollars less than they would have otherwise.

WHAT WE PUBLISH

We will publish books that are compelling in their message of faith and/or lifestyle in Christ, well written, well edited, first-rate in physical presentation, and competitive in price. For this reason, Conquest Publishers is selective of the books we publish. We welcome first time authors. We are interested in publishing ONLY the following types of original titles (no reprints):

Nonfiction

Books that give practical and spiritual advice designed to help the reader grow closer in their walk with the Lord and in worship, praise, discipleship, fellowship, prayer and/or fasting. This includes but is not limited to devotionals, and Bible study guides, but no Bibles. No biographies or autobiographies.



Books that attempt to help the reader achieve a greater level of excellence in pastoral or lay ministry, including preaching, teaching, church administration, nonprofit administration, ministry resources, evangelism and compassionate outreach. We are especially interested in books that address the unique challenges of churches and ministries in inner-city/metropolitan areas.

Fiction

We seek books with compelling stories involving one or more characters facing life's problems and struggles and relying on their

faith in the Lord to help them through. No horror. We will consider romances, fantasy, science fiction, children's books, historical fiction, ethnic, humorous fiction and suspense.

Poetry

Christian poetry collections.

We will not consider for publication any book, regardless of genre, that:

- Contains material that is objectionable to a general Christian audience. Books containing obscene language, graphic sex scenes or situations, or excessive violence will not be considered. Books that contain views contrary to biblical principles will also not be considered.
- Contains slanderous or libelous content, even in fictional settings.
- Is less than 75 pages when printed.

Book Sizes

We offer book trim sizes in 5" x 8" softcover, 5.5" x 8.5" softcover and hardcover, and 6" x 9" softcover and hardcover.

SUBMITTING YOUR BOOK FOR PUBLICATION

If you have a book that meets the above criteria, then Conquest Publishers welcomes the opportunity to review your book for potential publication. In order to consider your book for potential publication, we will need to see a typed proposal that includes the following items:

- A brief synopsis of the book in 1-2 paragraphs.
- Author bio or resume specifying credentials and publications credits, if any.
- Author name, telephone number and e-mail address.
- A complete table of contents (for non-fiction or poetry), plus estimated length of manuscript in words and pages.

- One or two sample chapters. We need full chapters only. No excerpts. No more than two chapters, even if you have written the entire book.
- A description of the target audience
- One page/paragraph on your book's unique advantages. In other words, why would someone buy *your* book as opposed to other books like it on the shelf.
- Your plan to market and promote your book
- A list of competing or comparable titles and how your book differs.

NOTE: *Please do not send us letters, notes, proposals, etc., describing your book unless they contain all of the elements above. The author should have already started to write the book and have at least two chapters completed before he/she approaches us with a proposal. This allows us to see the author's writing style. We will not review nor respond to incomplete proposals.*

Please do not send complete manuscripts unless we make a specific request for one. Please do not send artwork. Queries only and simultaneous submissions are okay.

Please prepare your proposal in Microsoft Word format or Adobe Acrobat format and send your proposal via e-mail to:

info@conquestpublishers.com.

We accept proposals in electronic format via e-mail only. No CD submissions. No snail mail submissions.

If you follow directions above, your proposal will be given a fair and thorough review to determine if your book is well written, well presented and will garner attention in the Christian marketplace. We will follow the process listed below.

- a. Please allow 3-4 week for a response on proposals.

- b. If the proposal does not meet criteria, then we will send you an e-mail explaining why your proposal was not accepted.
- c. If the proposal meets the criteria and we are able to publish the book, you will be asked to sign a contract detailing the terms of the publishing arrangement, such as royalties paid, delivery of the finish product, marketing, etc.
- d. Once the contract is signed, Conquest Publishers will await the delivery of the full book manuscript under the terms specified in the contract. Once the full book manuscript has been received, it will be reviewed to determine if it meets the requirements set forth in the proposal. At that stage, we may work with the author to make changes to the publication so that it is ready for publishing.
- e. If the book is in order, it will go to the editing stage, the final process before the book is sent to the printers for publication. Conquest Publishers will determine an official publication date, and on that date, the book will be made available to book distributors, online vendors and on Conquest Publishers' web site for sale to the general public. The author will be paid a royalty per sale of each publication.

FEES, ROYALTIES AND SET-UP COSTS

Fees

Conquest Publishers charges no upfront costs to the author for set-up, marketing, promotion, or distribution. However, the author will have to pay for the following additional services:

- a. Copies of books ordered directly from us: First 50 are free. After the first 50, 60% of the retail price, plus shipping & handling.
- b. Registration of copyright with US Copyright Office \$35-45, depending on method of registration (see Copyright and Rights to Your Product, below).
- c. Author changes to content or cover after book has been submitted for printing: \$110.00.
- d. Using ISBN number other than the publisher's: \$500.00

Royalties

We pay royalties on the sales of books from our web site and through online distributors and booksellers. We pay 30% of the list price for each individual book sale sold directly or through our website (with the exception of author purchased books). We pay 15% of the list price of any book sold through our distributors, such as Ingram, Baker & Taylor, Amazon.com and Barnes and Noble. We pay royalties on a quarterly basis once the total cumulative amount of your royalties exceeds \$20.00.

COPYRIGHT AND RIGHTS TO YOUR PRODUCT

When a book is put on paper in a finished form (whether it is published or not), by law there is an implied copyright placed on the product. This means that no one else can reproduce your work or use it for financial gain without your permission. When we publish your work, you are essentially giving us the nonexclusive right to print, reproduce, market and sell your work for a particular period of time (usually a year). We retain no other rights. All other rights belong to you. You have the right to use the work as you see fit. You can even have another publisher publish the book for you, at the same time as us, if you want to. The copyright is in your name.

For an extra fee, we can register the work at the US Copyright Office. This provides official record of the copyright in case you should decide to file a lawsuit for copyright infringement. However, it is not necessary to register for a copyright in order to gain basic copyright protection.

WHY PLACE YOUR BOOK WITH US?

There are several advantages to doing business with us:

1. Though we are competitive, the chances of having your quality manuscript accepted by us for publication is greater than at many larger publishing houses.

2. We care about making you as professional and polished an author as possible. All of our manuscripts go through a rigorous copy editing process designed to weed out spelling/grammatical errors, legal issues, content errors, factual inaccuracies, structure problems, and other issues. We care too much about our reputation and the reputation of you as an author to do anything less.
3. We will bring your book to market faster. We can bring your book to market within 2 months after receipt of the finished manuscript (we can delay getting your book to market if you want to seek pre-publication reviews or desire your book to be released in conjunction with a certain event, season or holiday). Other companies can take six months to a year or more to bring your book to market
4. We know the Christian market, and we have the experience to make your book a success. We are more than just a business: we are a ministry, and we are excited about the prospect of introducing new, exciting Christian voices to the book-buying public.

FURTHER INFORMATION AND QUESTIONS

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Thank for thinking of Conquest Publishers for your book. We look forward to reviewing your materials and considering your book for publication.