Assisted Publishing with Catholic Treehouse

Publishing Process and Submission Guidelines

Authors are traditionally faced with two unattractive options when bringing their manuscript to the marketplace. The first option is to submit their manuscript or a proposal to a traditional publisher, where they are locked into a contract that pays small royalties, restricts the author's creative vision and voice, and frequently requires the author to submit any future work to them first. The second option is self-publishing, which can be a daunting adventure in not just making the finished book look professional, but also involves setting up websites and shopping carts, understanding search engine optimization, handling order fulfillment, and having an understanding of the printing and publishing industries.

In choosing to publish your book with Catholic Treehouse, you are choosing a new way of publishing, one where the author and publisher form a *team* to make books successful in the marketplace, and where the author's voice and vision of the completed work are valued.

To achieve this, Catholic Treehouse offers a form of *assisted publishing* where the author pays Catholic Treehouse upfront for the work involved in bringing their manuscript to the marketplace, and then Catholic Treehouse uses its expertise in graphic design, advertising, printing, and publishing to bring the book to market. The book is released on Catholic Treehouse's website and Amazon, and is also made available to bookstores via a worldwide distribution network.

Of course Catholic Treehouse pays the author royalties on all sales, but what differentiates the Catholic Treehouse model from other assisted publishing models is that after reaching a certain sales goal, the author's royalty rate *increases*. This is an incentive for the author to work together with Catholic Treehouse in making their book a success.

The Process

Authors first submit their manuscript (and any artwork, charts, or graphs) to Catholic Treehouse, where it is reviewed. If accepted for publication, Catholic Treehouse sends a contract to the author. The royalty rates and sales goal are calculated on a title-by-title basis, and are included up-front in the contract. After the author signs and returns the contract with the manuscript, Catholic Treehouse will invoice the author for the first of three payments, then get to work.

1. The manuscript is edited for style, grammar, and content to ensure it fits the standards of Catholic Treehouse. This version is sent back to the author for review.

2. The author looks this over, makes any changes they think are necessary, and they send it back to Catholic Treehouse.

3. After a second invoice is sent, Catholic Treehouse then proceeds to prepare the manuscript for publication by putting it into publishing software where the text is given its final formatting and combined with any artwork. The cover and final title are created, as are the table of content, index, and bibliography as necessary. A digital proof is sent to the author for a final review, then the book is sent to publication. It is given an ISBN number, added to Catholic Treehouse's website, listed on Amazon, and made available for global distribution.

4. A final invoice is sent to the author, then both parties begin to market the book.

The author is paid royalties quarterly, and can order author copies at a discount if they want to sell the book on their own at conferences, conventions, or other locations. As previously mentioned, the author's royalty rate *increases* after reaching the sales goal set forth in the contract.

Catholic Treehouse handles all production and distribution of the book, regardless if it's an order of one book or a thousand. If there are large orders, Catholic Treehouse will handle everything: getting printer quotes, finding the best production cost, and arranging for delivery.

As an author's partner in bringing books to market, Catholic Treehouse is committed to working together with authors to make their work a success.

Submission Guidelines

Authors should prayerfully consider their manuscript in light of the following guidelines. Manuscripts that do not fit our mission or meet our guidelines will be rejected.

Mission

Catholic Treehouse sells saint-making tools. These tools fit into at least one of the following categories:

1. Tools that help people *learn* about the Catholic faith
2. Tools that help people *pray*
3. Tools that help people *work on their spiritual life*
4. Tools that help people *share the faith and proclaim the Gospel*

Guidelines

With your submission, write a short paragraph that answers these questions:

1. Why did you write this book?
2. What Mission Category does your work fit into, and why?
3. Are there other works out there similar to yours? What makes your work different?
4. Define your target audience. To whom did you write this work? How would you describe the ideal reader?
5. Why are you the best author for this book?

Submissions should be sent in .pdf, .pages, or .doc/.docx format to: <u>submissions@catholictreehouse.com</u>