



AQS Book Submission Guidelines

The American Quilter's Society is eager to receive manuscripts on exciting topics related to all skill levels of quilting. We are always open to new ideas and approaches.

How do you get started?

The process of getting your book published starts with a well-thought-out proposal. A proposal is simply a statement of the central theme of your book expanded to include its essential elements. A proposal should include:

- A tentative working title, a summary of the book's content, and written instructions for making at least one of the projects.
- Snapshots of partial or finished projects for all proposed patterns. If these are unavailable, you may send sketches, preferably drawn to scale, accompanied by 2" fabric swatches. Do not send your quilts.
- Description of the audience. Tell us about the quilters you envision purchasing this book. Include skill levels and what leads you to believe your audience is anxious to get your book. Include ideas and/or opportunities you may have for selling your book.
- Information about yourself—your quilting skills, teaching experience, and why you are inspired to write this book. Please include a professionally taken photograph of yourself.
- Detailed summary of the competition—other books on the same or similar topics. Tell us what makes your book different.
- Any copyright releases necessary. You don't want your proposal to include material that we won't be able to use.
- Proposed timeline for completion if your project is accepted for publication.

Get set for success.

We look for originality, expertise, and new, previously unpublished projects with great visual appeal. (So even if your favorite color is grey, make your samples with fabrics that have some pizzazz and will photograph well.) Here is some of what we are looking for:

- Exciting new ideas or better ways of handling existing ideas.
- A clearly identified audience. We need insight on where to place your book in our marketing mix and how best to present it.
- Pattern directions written in a sequential, step-by-step style with lots of illustrations, preferably drawn to scale. Carefully hand-drawn and labeled is acceptable.
- Accuracy, accuracy, accuracy. Be sure to double-check all your measurements and yardage calculations.

What happens next?

After you submit your proposal, it is first reviewed by AQS Publishing editorial staff. If approved for further review, the executive editor will bring the project before our Book Committee. It is at this stage that proposals are accepted, returned to author with suggested changes, or rejected. We make every effort to review proposals in a timely fashion.

When your proposal is accepted, what can you expect?

Our contracts are straightforward. We contract for exclusive rights to publish your book worldwide. Your royalties, paid quarterly, are 5% of the retail price. We make it our mission to help you author the best book possible. Your manuscript will go through the following stages:

- We will work with you to determine a reasonable schedule for completion of your manuscript. We'll act as a sounding board for you throughout the process.
- When your completed manuscript is received, a tentative publication season will be assigned. The executive editor will oversee the editing, design and illustration, photography, author review, production, proofing, and printing. An AQS editor will be assigned who will work with you every step of the way.

- AQS Publishing will set the final title, page count, retail price, and print quantities.

- Pre-publication promotion is a partnership between AQS Publishing and our authors and begins prior to your book's release. We will provide you with flyers featuring your book and high resolution art work that you can use on your own business cards, postcards, stationery, Web site, etc.

- AQS Publishing will send review copies to reviewers and distributors, promote your book through mailings, e-mails, and our Web site, and exhibit it at various conferences and trade shows.

- After publication, we will continually promote your book through our events and catalogs.

- We urge you to take advantage of our three major shows (Paducah in April, Nashville in August, and Des Moines in October) by submitting teaching proposals to our associate show director Cathy Dolson (cathy@AQSquilt.com).

- We make every effort to have our authors participate in Schoolhouse events at the biannual International Quilt Market.

- Articles written by our book authors for publication in our *American Quilter* magazine are always encouraged.

Where and how should you send your proposal?

Submit your proposal on a CD in .doc format and include a hard copy printout. Be sure to include your photos and fabric samples and a SASE for everything you want returned to you. Send your proposal to:

Sylvia Thomas, Book Submissions
American Quilter's Society
PO Box 3290
Paducah, KY 42002-3290
270-898-7903, ext. 180

We look forward to hearing from you.