



God's Word to you is our highest calling.

Before an actual book proposal is submitted, I would like to see a *query letter* for your manuscript, via e-mail (ricks@amgpublishers.com) or via post office mail.

This letter should be one page in length, no longer. Include the proposed page count of your book.

1. Include a brief, tantalizing description of the book that you propose.
2. State who and how large the market or audience is for your book—be specific.
3. Include a few words about yourself, the author—why you're expertly qualified to write the book.

Then, at that point, I can inform you if your proposed book fits into our current publishing plan. If your query letter indicates a possible fit with AMG Publisher's focus, we will then ask you to submit an actual book proposal following the guidelines on the back.

Please note:

AMG Publisher's focus is on books that:

- Help the reader get into the Bible, directly or indirectly.
- Facilitate confrontation and interaction with Scripture toward a positive change in thought or action.
- Give a hunger to studying, understanding, and applying Scripture.
- Encourage and facilitate one's personal growth in such areas as personal devotion and a skillful use of the Bible.

We have a broad interest in biblically oriented books including: Biblical Reference, Applied Theology and Apologetics, Bible Study Books, Women/Men/Family Issues, Single/Divorce Issues, Contemporary Issues, (unique) Devotionals, Inspirational, Prayer, and Fiction for both young adults and adults.

Our interests, though, *do not* include General Fiction, Poetry, Personal-experience stories, and Autobiographical stories.

Blessings,
Rick Steele
Manager of Product Development/Acquisitions
6815 Shallowford Rd.
Chattanooga, TN 37421



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PROPOSAL SUBMISSION GUIDELINES

- ❖ Think of the submission proposal as your sales brochure. It should show your idea in the best light. Put extra effort into this piece. It should be between 10-20 pages, plus sample chapters. You are making your *first impression*.
 - ❖ Your manuscript should be clearly typed, double-spaced on white paper. Photocopies are not acceptable.
 - ❖ Keep in mind that although your book is for a wide audience, this proposal piece is meant to attract only one person—the editor.
1. **Cover Letter:** introducing your book proposal, yourself, and HOOK the editor immediately.
 2. **Cover page:** must contain the book title, author name, address, contact information, and word count of the manuscript.
 3. **Production specifications:** state the length of the book, if there are illustrations, and the proposed delivery date.
 4. **Proposal contents:** table of contents of the proposal with page numbers.
 5. **About the author:** tell me about yourself—your present position, educational background, biographical information, and previous publications.
 6. **Overview:** one page overview summarizing your book with a unique “hook” that generates excitement.
 7. **The market:** identify who your audience is and how to best reach them. Who is the intended buyer of the book? Men, women, college-age, pastor, singles, mothers, and so.
 8. **About the book:** describe your book in detail including special features and benefits. Clarify the focus, purpose, and argument of the book. What is its thesis? What are you advocating, defending, or otherwise trying to achieve in the book?
 9. **Competition:** show how your book fills a void or provides a new slant on your topic. Provide your rationale for writing this book. Why is this book needed? Will your book be superior to or different from other comparable titles? What will be its unique contribution? Convince the editor that you know what you’re doing.
 10. **Table of contents:** provide a one page, actual table of contents for your book..
 11. **Chapter summaries:** summarize each chapter with a two to four sentence paragraph, highlighting important components.
 12. **Publicity, promotion, and marketing:** outline a plan for selling your book along with marketing ideas. Make a list of the ideas you’re planning to promote your book. This is probably ten times more important than the content of the book. ☺
 13. **Bulk sales:** do you have the possibility of large sales to groups? Will you be holding seminars?
 14. **Endorsements:** are there so-called celebrities who will endorse your book?
 15. **Attachments:** include recent newspaper clippings and magazine articles about you or your topic.
 16. **Tentative Title:** include the tentative title, alternative and provocative titles, and subtitles.
 17. **Two sample chapters:** showcases your writing. Include chapter one and one other chapter.

Additional notes on actual submission of a manuscript if proposal has generated interest:

- ◆ Please allow up to four months for your manuscript to be evaluated by our review committee and editors.
- ◆ If your manuscript is accepted for publication, we ask for close adherence to the *Chicago Manual of Style*.
- ◆ The author is responsible to obtain permission to use any copyrighted material.
- ◆ We prefer Microsoft Word when you prepare your electronic file.

Rick Steele

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