



Manuscripts

Arnica Creative Publishing Philosophy

Arnica Creative's collective vision is to make a positive difference in the world. Our services range from our primary focus as a publishing firm to our expanded marketing, design, photography and video production departments. The name, Arnica Creative, is derived from the plant, Arnica Montana, a small, but powerful flower that promotes physical healing in the body and is often used for relief of pain—it is used as a healing balm. Our name is representative of our original collective vision: *"helping to heal the world through the power of the written word, one reader at a time."*

Categories We Publish

The rule of thumb is this: If you are proposing a photo-driven book, it would be published under the Arnica Publishing, Inc. imprint. Text-driven books that are supported with photos or illustrations—and all children's books—are also published under Arnica Publishing, Inc. To familiarize yourself with the books that we publish, browse our Web site at www.arnicacreative.com.

Editors look for the following:

- Non-fiction material that reflects life as it is or was in the Northwest or West.
- Non-fiction material about outdoor sporting activities.
- Material about people and places in history, which provides unpublished information and fresh insights.
- Practical guides to cooking, travel, and recreation in the West.
- Regionally focused children's books, non-fiction and fiction (with themes related to the Northwest, Western States or national in scope.)
- Occasional out-of-region subjects for which there is a demonstrable reader interest and market. Material that offers opportunity to partner with corporations and organizations that can provide a corporate or specialty use.

Submission Basics

Photographers with ideas for photo-essay books or calendars should first contact us to discuss your idea before sending samples. Submissions should include a cover letter, synopsis, and list of previous publications, bio, and your thoughts on the market for your book. Send dupes or a CD; **do not send originals.**

Illustrators who wish to be considered for a future children's book may send slides or color photocopies of their work and samples of earlier publications, if any.

Authors of children's picture books may send a complete, double-spaced manuscript. Include a list of previous publications, clips, and or samples, and a cover letter that outlines why your book would be a good addition to our list. Your knowledge of the market and/or your ideas for self-promotion will strengthen your submission. If you like the style of a certain children's book illustrator, it's okay to send color photocopies of his or her work, but please do not bring your book idea to us as a team. It may be we want to publish one of you, but not the other, creating an awkward situation in which both partners might lose. Also, many publishers prefer to choose their own illustrator based on that person's style, celebrity, previous work with the publisher, and/or knowledge of the market. Be sure to retain a copy of the submission before you send it in.

Authors of longer works may send the following:

- A **cover letter** describing the project
- A complete **outline** of your idea/concept (include your thoughts about what would be the ideal book specifications: trim size, number of pages, number of photos, text size)
- A **table of contents** detailing the areas/regions/themes to be covered. If yours is a chapter book, write a brief synopsis for each chapter detailing what is going to happen in that chapter.
- Include **one or two chapters** of your choice from the manuscript.
- An individual **bio** with **examples** of work previously published, if any.
- Discussion of the potential **market** for the book—i.e.: what other books similar to this book exist and how this differs in quality, style, breadth, and timelines; who the potential buyers of this book are and what access you have to any of these markets through mailing lists, membership in professional societies, media contacts; trends that lend support to your project; relevant demographics; etc.
- If you are enclosing samples of art and/or photography, **do not send originals**. Duplicate slides and color photocopies are acceptable.

Please package all materials securely, **enclose return postage for all proposals**, and include cost of certification if material is to be returned certified mail. We do not guarantee the return of unsolicited material. We do, however, take all possible precautions against loss or damage. Materials submitted without sufficient postage for their return will be recycled.

Submissions should go to: Ken Rowe, National Sales Director, 3739 SE 8th Ave, Suite 1, Portland, OR 97202.

Response to Submission

Please allow ample time (up to six months) for careful consideration of your work. We will let you know as soon as we have made a decision.

Please remember that editors base their final decisions upon numerous considerations, such as books previously published by Arnica Publishing, Inc., material already accepted and scheduled for publication, and what appears to be current reader interest.

Further Reading

We highly recommend Judith Applebaum's *How to Get Happily Published* (Fifth Edition, 1998: HarperCollins) for additional information on preparing a successful proposal for consideration by a publisher you may see copies of *Writers Digest Magazine* available at most libraries and newsstands.