

**PERSONHOOD PRESS**  
**SUBMISSION GUIDELINES**

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Content Summary/Synopsis

Audience: Who specifically will be driven to buy this book?

How is your book wildly different from similar books already in the marketplace?

Marketing Plan:

What specific channels of distribution will you use to sell your book? Do you offer trainings or workshops where you engage in back of the room sales? Is there a specific venue where you will distribute your book (i.e. music stores, gift stores, yoga studios, etc)? How will you accomplish this? Will you do a book tour? What geographical area or cities? What activities or events will you book on your tour and how will you book them. Will you be booking radio and TV talk shows and interviews? How will you get yourself booked? Will you hire a publicist? What other activities can you plan around a radio spot in a city to generate even more activity/interest in that geographic area? What kind of internet presence will you have? Will you be emailing promotional pieces? Where will you get your prospects? How many will you mail to? Email to? Do you have a database of potential buyers? How large? Are there organizations you can enlist support from? Who are they and how will you approach them. Will you fulfill orders for your book yourself or will you contract a fulfillment house?

If you purchased 3,000 books at the initial print run and you absolutely HAD to sell all of those books in 3-6 months, how would you do it?

Your marketing plan needs to be very specific and well thought out.

In addition to the above information, please send a completed manuscript. If your manuscript is incomplete, please send the chapter titles and at least two sample chapters.