

# Unity Books Author Guidelines

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Unity Books is the publishing arm of Unity, a spiritual movement based in Unity Village, Missouri. Through books and multimedia products, Unity Books provides resources that contribute to Unity's mission of empowering people to realize and express their divine potential for healthy, prosperous and meaningful lives.

We welcome the submissions of Unity licensed teachers, ministers and other authors and writers whose works are inspired by Unity principles and spiritual teachings. For samples of our publishing offerings, see our online bookstore: [www.shopunity.org](http://www.shopunity.org).

## Submitting a book proposal

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We are interested in knowing why you are excited about your book idea, why Unity Books should publish it, and why readers will want to buy it. Unity Books requires the submission of a proposal of five to 10 pages and a sample of writing. We recommend that prospective authors read *How to Write a Book Proposal* by Michael Larsen (Sourcebooks) for guidance and instructions. Our own specific guidelines for sending us book ideas are as follows. Please include the following in your proposal:

- **Cover page:** Please provide your name, address, phone number, email address and the date.
- **A one- to two-page overview of the book:** This should include the subject hook, special features, markets for the book, existing competitive and complementary books.
- **State of compatibility:** Why you feel Unity Books is the appropriate publisher.
- **Statement of your platform:**
  - Numbers of monthly speaking engagements.
  - Average number of attendees per engagement.
  - Newsletter reach.
  - Web presence and reach.
  - Extent of platform: provide cities and states where you speak and validate whether you have a local, regional, national or international constituency.
  - Track record of existing sales base (i.e., do you currently sell speaking tapes, brochures, books or other materials?).
  - A list of existing media contacts and connections.
- **A half-page promotion plan:** List the five or six most significant things that you will do to promote your book, such as:
  - The number of talks you will continue to give in a year.
  - Major markets where you have contacts and/or a following for possible visit during your book's one- to three-month launch window.
  - Contacts you have in the media that you will approach for publicity.

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- Events you will organize or are scheduled to attend to promote your book
- The name of the publicist you might consult with or hire, ideally someone experienced in book promotion.
- Any additional resources that would help promote your book.
- **Outline:** Provide a two-page table of contents for your book, including short paragraphs about what each chapter will include.
- **Length and schedule:** Estimate the length of the book (at least 200 pages at 250 words per page, or 45,000 words) and provide a date of completion.
- **Author profile:** A one-page bio describing your experience with your topic and as a writer and/or author. Why you are the person to write this book and list where you have been published in the past (i.e. magazine articles, previous books). Include a Web link, if available.
- **Sample pages:** Please submit 50 sample double-spaced pages of your manuscript.

The most successful authors know that it is not enough to write a book. One must also partner with the publisher to promote it. If your background has prepared you for the task and you have a great idea for a book that reflects Unity spiritual principles in a positive and inspiring way, we look forward to reviewing your proposal.

Our preferred method of submission is via email to [sartinsm@unityonline.org](mailto:sartinsm@unityonline.org). If this is not possible, please submit three copies of your proposal to:

*Sharon Sartin  
Publishing Specialist  
Unity Books  
1901 NW Blue Parkway  
Unity Village, MO 64065-0001*

Remember to include a self-addressed postage-paid envelope with your work if you would like Unity to return unpublished work to you. Unselected works that are submitted without these items will not be returned.

We will acknowledge receipt of your proposal within 30 days of submission. If we select your work, we will contact you within 90 days to discuss further.

*Thank you for your interest in Unity Books!*