

## Why should you publish with HOW?

With nearly 3,000 titles in print and nearly a century of publishing history, **F+W** (**HOW**'s parent company) is proud to be one of the largest enthusiast book publishers in the world. **F+W** readers make this rich tradition of publishing possible. Across subjects, age, gender, or geographic and economic demographics, readers share one common characteristic: passion. Whether it's a passion for novel writing, painting, collecting or design, **F+W** book titles encourage readers to express their creativity, gain expertise and achieve self-fulfillment.

**HOW Books** is known for helping professional graphic designers forge successful careers by providing business advice and creative inspiration. We've recently broadened the line to offer inspiration, advice and entertainment for creative people everywhere. Look here ([www.fwbookstore.com/category/how/a](http://www.fwbookstore.com/category/how/a)) to get a better idea of the kinds of books we publish.

**HOW** is much more than a line of books. **HOW** is also a bimonthly magazine, a popular website ([HOWdesign.com](http://HOWdesign.com)) and three national conferences, where we promote all our books.

Like all big publishers, **F+W** has a dedicated sales team that gets our books into all the major stores, both chain and independent, around the world. Unlike some of the largest publishers, however, **F+W** is still small enough to give each of our books the attention it deserves.

## How can you submit a book idea to HOW?

**Step 1:** Email your idea to the **HOW** acquisition editor **Megan Patrick** ([megan.patrick@fwpubs.com](mailto:megan.patrick@fwpubs.com))

To start, you can simply send a paragraph outlining the basic idea for your book and why you think you're qualified to write it.

**Step 2:** If the **HOW** team thinks the book might be a good fit for the line, we'll ask you to send more materials. Here's what we'll need:

- An outline or table of contents
- One or two sample chapters
- Sample images
- An author bio

We'll also talk with you about the format of the book and how much time you'll need to work on it.

**Step 3:** The acquisitions editor and **HOW** team will work on determining if the book has a place in the market, and the format it should take.

**Step 4:** The acquisition editor will create a formal presentation document called a PI sheet (or project information sheet) and submit it to get on the schedule for the weekly publishing board meeting. The publishing board is made up of people from nearly every part of the book division, including sales, marketing, production, editorial and management. The board approves or denies all book proposals based on whether they think **F+W** can do a good job selling the book.

**Step 5:** Once the book is approved, the acquisition editor will start the contract process by submitting a contract request to the editorial director or the contracts manager. That person will then create a proposed contract and send it to the author to negotiate the details. Once all parties agree to the contract terms, work on the book can begin.

### **What should you expect once your book is published?**

In almost all cases, **HOW** books authors are paid an advance against royalties, which means they are given a specific amount of money based on the number of books the publishing board thinks the company can sell in a year. The advance is typically paid out in thirds—one third upon signing the contract, one third upon turning in early materials and the final third when the completed manuscript is accepted. Once that initial sales number is reached, the author will continue to earn money in royalty checks. (However, since no one can predict how a book will do on the shelves, don't quit your day job!)

Since most **HOW** books are visual in nature, we create pre-publication sales spreads with sample text and images for our sales people to take to buyers at the major bookstore chains and other book distribution companies. We will need some materials very early from you to create these sales spreads. A specific deadline will be included in your contract.

Before the book hits store shelves, if you compile a list of outlets you think would be good to send review copies to, we'll work with our publicity manager to send them out.

Once the book nears its release date, the acquisition editor will determine how to promote the book in the magazine, on the website and at the conference. Some books are suitable to excerpt in the magazine, which can offer potential readers a nice sampling of what the book contains. Other books make good conference topics if the author has some speaking experience. The **HOW** website, blog and email newsletters also offer several avenues for promotion.

We've found that authors who are willing to maintain their own websites or blogs in support of their books are much more successful than those who aren't. In fact, the most successful authors are the ones who are constantly on the lookout for promotional opportunities, be it speaking engagements, being a source for an article or just reaching out to your own network to get the word out.