



Manuscript and Product Submission

Procedures for Submitting a New Manuscript or Product Idea to National Center for Youth Issues

Updated: Sept. 5, 2006

[NCYI's Focus](#) (about the products we publish and what we're currently looking for)

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NCYI's Focus

We're currently accepting query letters (see [Step 1: Query Letter](#) for instructions) for the following topics:

- Bullying Prevention/Intervention
- Childhood Depression
- Children's Illustrated Storybooks
- Death/Grief
- Gangs
- Learning Disabilities
- Small Group Counseling Manual for Middle/High School Students

NCYI topics include:

Activities • ADD/ADHD • Anger & Violence • Bullying • Careers • Character Education • Child Abuse • Conflict Resolution • Cyber Bullying • Depression • Divorce • Domestic Violence • Fear/Anxiety • Gangs • Grief • In-School Suspension • Obesity • Perfectionism • Relational Aggression • Self-Esteem • Self-Injury • Service Learning • Small Groups • Social and Emotional Issues related to Medical problems • Storybooks • Stress • Study Skills • Teasing • Testing

NCYI's focus is on books, workbooks, videos, games, or other products that:

- empower our nation's educators to positively impact the **social and emotional** well-being of children and youth.
- are based on generally accepted, researched principles, the effectiveness of which can be judged by the positive outcomes and attitudes in students.
- are mostly developed by educators, for educators. They have been developed out of practical need and have been used successfully with students.
- are classroom, small group, or individual counseling tested.
- are not meant to be self-contained programs, rather they are designed to supplement existing or needed programs. Many programs feature a standardized curriculum and are generally structured the same for every school. NCYI supplemental resources can be used to enhance an existing program to meet the individual needs of the students of each school or district.
- align with standards of effectiveness consistent with the Safe & Drug-Free Schools Act.

Please see next page.

STEP 1: Query Letter

Before a formal proposal is submitted, please send a query letter for your manuscript or product idea via e-mail (publishing@ncyi.org) or via post office mail to the following address:

National Center for Youth Issues • Attn: Publishing Department
P.O. Box 22185 • Chattanooga, TN 37422-2185

This letter should:

1. Be one page in length, no longer. If emailed, please send a Microsoft Word.doc or Adobe Acrobat.pdf file.
2. Include a brief, intriguing description of the book or product you are proposing.
3. (If a book) Include the proposed page count and size (ex. 8-1/2" x 11") of your book. (If a video) Include run-time. (If a game) Include basic specifications, size, players, etc. (All others) Please include general specifications.
4. State who and how large the market or audience is for your book or product – be specific.
5. Include a few words about yourself, the author or developer, and why you're expertly qualified to write/develop this book or product. Include your education, experience, credentials, etc. Where or how has this book or product been used? State it's success, honors or achievements.
6. Please state if you have sent any proposals, manuscripts, etc. to other publishers concerning this book or product. If so, what other publishers or companies? What is the status? This question is critical due to our limited personnel and the growing number of requests we receive.

Due to the increasing amount of queries and proposals, we ask that you do not call or e-mail to check on your status. Within six weeks, we will inform you if your proposed book or product fits into our current publishing plan. If your query letter indicates a possible fit with NCYI's focus, we will then ask you to submit an actual proposal. (See [STEP 2: Guidelines for Proposal Submission of Books or Other Products](#) below for proposal submission guidelines.)

STEP 2: Guidelines for Proposal Submission of Books or Other Products

- 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.
- 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.

Please keep a personal copy of your proposal. Whether accepted or not accepted, NCYI is not liable to return your proposal. During the review process, you are free to send your proposal to other prospective publishers.

For Books, Workbooks, and Storybooks:

- 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.

Proposal should include:

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 your manuscript.*
3. Production Specifications: *State the length of the book, if there are illustrations, and the proposed delivery date.*
4. Proposal Table of Contents with Page Numbers.
5. Proposal Contents:
 - a. Overview: *One page overview summarizing your book with a unique 'hook' that generates excitement.*

Please see next page.

- b. *The Market: Identify who your audience is and how to best reach them. Who is the intended user or benefactor of the book?*
- c. *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?*
- d. *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?*
- e. *About the Author: Tell about yourself – your present position, credentials, educational background, biographical information, and previous publications.*
- f. *Book Table of Contents: Provide a one page, actual table of contents for your book.*
- g. *Chapter Summaries: Summarize each chapter with a two to four sentence paragraph, highlighting important components.*
- h. *Two Sample Chapters: Showcases your writing. Include chapter one and one other chapter.*
- i. *Publicity, Promotion, and Marketing: Do you have ideas or abilities that would help NCYI promote your book? Do you have speaking arrangements, publicity opportunities, relations with special groups, etc. that may help sell or publicize your book?*
- j. *Bulk Sales: Do you have the possibility of large sales to groups? Will you be holding or speaking at seminars?*
- k. *Endorsements: Are there celebrities, peers, or experts who will endorse your book?*
- l. *Attachments: Include recent newspaper clippings and magazine articles about you or your topic.*
- m. *Tentative Title: Include the tentative title, alternative and provocative titles, and subtitles.*

For All Other Products (Games, Videos, etc.):

- Please allow up to four months for your proposal to be evaluated by our review committee.
- The author/developer is responsible to obtain permission to use any copyrighted material.
- If applicable, we prefer Microsoft Word when you prepare your electronic file.

Proposal should include:

1. *Cover Letter: Introducing your product proposal, yourself, and HOOK the editor immediately.*
2. *Cover Page: Must contain the product title, author name, address, and contact information.*
3. *Production Specifications: Type of product, size, proposed delivery date, etc.*
4. *Proposal Table of Contents with Page Numbers.*
5. *Proposal Contents:*
 - a. *Overview: One page overview summarizing your product with a unique ‘hook’ that generates excitement.*
 - b. *The Market: Identify who your audience is and how to best reach them. Who is the intended user or benefactor of the product?*
 - c. *About the Product: Describe your product in detail including special features and benefits. Clarify the focus or purpose of the product. What is its thesis? What are you advocating, defending, or otherwise trying to achieve with this product?*
 - d. *Competition: Show how your product fills a void or provides a new slant on your topic. Provide your rationale for this product. Why is this product needed? Will your product be superior to or different from other comparable products? What will be its unique contribution? Convince the editor that you know what you’re doing.*
 - e. *About the Author: Tell about yourself – your present position, credentials, educational background, biographical information, and previous developed products.*
 - f. *Publicity, Promotion, and Marketing: Do you have ideas or abilities that would help NCYI promote your product? Do you have speaking arrangements, publicity opportunities, relations with special groups, etc. that may help sell or publicize your product?*
 - g. *Bulk Sales: Do you have the possibility of large sales to groups? Will you be holding or speaking at seminars?*
 - h. *Endorsements: Are there celebrities, peers, or experts who will endorse your book?*
 - i. *Attachments: Include recent newspaper clippings and magazine articles about you or your topic.*
 - j. *Tentative Title: Include the tentative title, alternative and provocative titles, and subtitles.*