



## **Manuscript and Product Submission**

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

*Updated September 2017*

Welcome! Interested in talking with us about a book or product idea? Please read about NCYI's Focus below, then complete the Book Proposal form online or below and submit it for review.

### **NCYI's Focus**

**We're currently accepting book proposals for the following topics:**

- Children's storybooks on various character and personal development topics including:
  - Growth Mindset and Positive Thinking
  - Resilience and Grit
  - Grief
  - Anxiety and Stress
  - Friendship and Positive Relationships
  - Conflict Management
  - Learning Disabilities
  - Technology
- Small Group Counseling Manuals for Middle/High School
- Alternative Approaches to Behavior Management in the Classroom

**NCYI topics include:**

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

## **NCYI's focus is on books, workbooks, videos, games, and 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.

## **Book Proposals**

If you believe your manuscript would be a good fit with NCYI's Focus, please complete the Book Proposal form. A digital version of this form can be found at [www.ncyi.org/BookSubmissions](http://www.ncyi.org/BookSubmissions). You may also use the printable Book Proposal form below and email it to [submissions@ncyi.org](mailto:submissions@ncyi.org).

*Due to the increasing amount of queries and proposals, we ask that you do not call or e-mail to check on your status.* If your proposal indicates a possible fit with NCYI's focus, we will be in contact with you via email to discuss potential next steps.

*During the review process, you are free to send your proposal to other prospective publishers.*

### **For Books, Workbooks, and Storybooks:**

- Please allow up to one month 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 require Microsoft Word when you prepare your electronic file.

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

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

**Thank you for considering NCYI as a possible home for your ideas.  
We look forward to seeing what you've been working on!**



## Book Proposal

*Please complete and email to [submissions@ncyi.org](mailto:submissions@ncyi.org).*

Title: \_\_\_\_\_

Submitted By: \_\_\_\_\_

Email Address: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

### PREMISE

Overview of Book Idea:

This book includes:

*List any special features, tips, online resources, etc.*

### UNIQUE SELLING PROPOSITION

*What makes this book different or needed in the market?*

### MANUSCRIPT

Manuscript Status:

Word Count:

Anticipated Length:

Anticipated Manuscript Completion Date:

### THE MARKET

Characteristics: Who is the audience?

*School Counselors, Special Ed, Parents, etc.*

Motivations: Why do people want to buy this book?

*What will counselors and/or educators gain from this book?  
What will parents gain from this book?*

## **THE MARKET *continued***

Affinity Groups: Who are the different groups of people who will buy this book?

Competition: List specific books that would be targeting your same audience.

***Use Amazon to search for other titles in your category / similar topic.***

## **ABOUT THE AUTHOR**

Your Background:

***Include education, certificates, family, and what you do outside of school.***

Previous writing you have done:

***Include any places where you have had articles, blog posts, etc.***

## **OPPORTUNITIES FOR PROMOTION**

Your social media and website platforms and reach on each:

Places where you have or will be speaking:

Outlets where you are writing articles, blogs, etc.:

Key influencers you have a strong connection to who will endorse, promote, and talk about this book:

Your plan to use your social media, connections, etc. to help market your book:

Your plan to work with the publisher to support efforts to market and promote your book, if we decide to publish this title:

## **POTENTIAL FOR BRAND GROWTH**

Do you see this being more than a book? If so, how would you communicate that to potential partners?

Other ideas:

***Include Branding,  
Marketing and/or  
Developing.***

**In addition to this completed Book Proposal form,  
Please email your complete manuscript (MS Word Version) to  
[submissions@ncyi.org](mailto:submissions@ncyi.org)**