

# Getting Published

## by Sherri Haab

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### Writing a Magazine Query

*Do your homework first*

- Read back issues of the magazine, become familiar with the style, type of articles and projects
- Read the submission guidelines
- Check magazine, website or email list for upcoming themes

*Query Letter*

- Spell the editor's name correctly (look in the masthead)
- Address why this article/project will appeal to the readers of this publication
- Explain the article/project
  - Materials used and why unique
  - Length of article, illustration suggestions
- Sell yourself
  - Qualifications for writing; sum up your experience, previous work, website, teaching etc.
  - Enthusiasm about writing for the publication.
- Include SASE, photocopied samples
- Provide complete contact information including email address, phone number and address.

*Query letters should be brief and to the point. A single page or no more than two should be sufficient. Make sure that materials are sent and presented in a neat and professional manner.*

### Writing a Book Proposal

*Do your homework first*

- Familiarize yourself with the publisher
  - Past Publications
  - Current Catalog
  - Market and distribution
- Read Submission guidelines
- Research the competition

### *Cover letter*

- Submission Editor's name: SPELLED CORRECTLY
- Your job to explain why this idea is original, new twist on old idea etc
- Explain the competition, compare to similar books that have done well
- Style, illustrations
- Simultaneous submissions (check guidelines first, always state in letter if simultaneous)
- Qualifications
- Provide contact information; include email, phone and address

### *Proposal*

- Follow submission guidelines
- Clear focus and original idea (Tentative Title Idea)
- Outline of projects or Table of Contents
- A few sample projects (helps to establish writing and illustration style)
- SASE (self addressed stamped envelope)
- Send photo or photocopied samples, not actual pieces. Don't send slides, or samples, could get lost

## **Contests and Juried Art Shows**

- 35 mm slides, professional pictures as your work is only as good as it is represented by the slide. They usually want to see a series to see consistency in the work.
- Clearly marked with name and address, send copies.
- Follow submission guidelines

Contests like the Bead and Button show, Rio Grande Saul Bell award, local contests

## **Designer Endorsements**

Certain companies have designer endorsement policies where they will pay for publication for mention and use of products in published media. Many have email lists you can join to learn about new products on the market.

## **Contracts**

- Who will own copyright?
- Royalties and rights
- Advance: Amount pre paid against royalties
- Warranties and Indemnities
- Author responsibilities and costs, materials are often authors responsibility

## Protecting your work

- Terms of use; Protects you and the publisher
- Rights, Selling 1<sup>st</sup> Rights vs. selling full rights, don't be afraid to negotiate the rights

## Copyright issues

- Life of the author plus 70 years or up to 120 years. Some are renewed. Check with copyright office [www.copyright.gov](http://www.copyright.gov) to research.
- Rubber stamps are copyrighted. Check company policies, look for Angel policies.
- Projects from a class are the copyright of the teacher. If you make something based on the style of another artist, check with artist when in doubt to credit.
- You warranty that the work is your own, publisher counts on you to hold to this.
- Collage images, photos, brand names are copyrighted
- Photos; credit the photographer, establish up front who owns the rights to the image.

## Self Promotion

- Website; easy to navigate, shows style and body of work, indicates you are professional
- Cross market, create artwork for another market such as altered books, scrapbooks, quilting, children's crafts, etc.
- Name recognition, tie name to projects
- Postcards
- Conferences and conventions, SCD-Society of Craft Designers, HIA, ACCI and local art shows, etc. Offer to demo at a booth
- Network; go to writer's conferences, network with other writers and artists and have them critique your work before it goes to an editor.
- Teach

## Resources

Handbook, Pricing and Ethical Guidelines, Graphic Artists Guild, North Light Books  
Business and Legal Forms for Crafts, Tad Crawford, Allworth Press c.1998  
The Law (in plain English) for Crafts, Leonard D. DuBoff, Allworth Press c.1999  
Writers Market 2004 and Writers Market Online 2004, Writers Digest Books, 2003  
Artist's and Graphic Designer's Market, Writers Digest Books, 2004  
[www.writersdigest.com](http://www.writersdigest.com)

SCD (Society of Craft Designers) [www.craftdesigners.org](http://www.craftdesigners.org)

SCBWI (Society of Children's Book Writers and Illustrators) [www.scbwi.org](http://www.scbwi.org)

Internet Groups: <http://groups.yahoo.com/group/metalclay>

***Postcards and printing***

[www.modernpostcard.com](http://www.modernpostcard.com)

[www.art-editions.com](http://www.art-editions.com)

***Magazines***

*The Crafts Report Magazine*

[www.craftsreport.com](http://www.craftsreport.com)

*Somerset Studio*

[www.stampington.com](http://www.stampington.com)

*Belle Armoire*

[www.stampington.com](http://www.stampington.com)

*Bead and Button*

[www.beadandbutton.com](http://www.beadandbutton.com)

*Ornament*

*Lapidary Journal*

[www.lapidaryjournal.com](http://www.lapidaryjournal.com)

*Expressions*

[www.expressionartmagazine.com](http://www.expressionartmagazine.com)

*Craftrends Magazine*

[www.craftrends.com](http://www.craftrends.com)

***Book Publishers***

North Light

[www.fwpublications.com](http://www.fwpublications.com) (good author guidelines)

Krause

[www.krause.com](http://www.krause.com)

Watson Gupstill

[www.watsongupstill.com](http://www.watsongupstill.com)

Sterling/Lark

[www.sterpub.com](http://www.sterpub.com) (good author guidelines)