

Writer's Guidelines for Hearts at Home Logo Books

Hearts at Home (HAH) has been publishing books since 2001 when their first title, *Professionalizing Motherhood* by HAH founder Jill Savage, was released. Since that time, the Hearts at Home line of books has grown to more than a dozen titles, including a variety of topics and authors. We seek to publish two new titles each year.

HAH logo books are published in partnership with a major Christian publishing house (i.e. Harvest House, Zondervan, or Moody), which handles sales and marketing through traditional retail outlets. In addition, HAH logo books are specially marketed to target the HAH audience through Hearts at Home conferences, Web site, magazine, and other resources. HAH direct marketing efforts reach over 50,000 women per year.

The ultimate goal of our books is to encourage, educate and equip women in the profession of motherhood.

The Selection Process

An Acquisition Team reviews all book proposals received by HAH. If the proposal passes this team, the proposal and author are submitted to our publishing partner via HAH's literary agent.

Topics for Consideration

We are looking for practical topics written for a wide variety of moms (see audience profile for more information). Topics can range from parenting to marriage to personal and spiritual growth. You can view our current line of books at www.heartsathome.org to avoid duplication.

Submissions

Please send a query letter or book proposal with three sample chapters to publishing@hearts-at-home.org. Proposals for HAH should include the same information as an author would submit to a traditional publisher, paying special attention to the author's platform and speaking experience. We will try to respond within 12 weeks after receiving your proposal.

For help in writing your book proposal we recommend the following resources:

- *Nonfiction Book Proposals that Grab an Editor or Agent by the Throat (in a good way!)* by Mary DeMuth – you can download this tutorial from Mary's website at www.marydemuth.com.
- *Art of the Book Proposal* by Eric Maisel
- *How to Write a Book Proposal* by Michael Larsen
- *The Shortest Distance Between You and a Published Book* by Susan Page

Hopefully these tips will give you a clearer picture of the Hearts at Home audience. We look forward to receiving your proposal!

Hearts at Home Audience Profile:

Please consider the following as you consider book ideas for the Hearts at Home reader:

- Hearts At Home attracts women from all walks of faith—from committed Christians to those who have no relationship with Christ. We estimate that up to 50% of our audience includes seekers or non-Christians. If you are going to quote a few Scriptures, use a modern, easy-to-understand translation and explain all stories and scenarios. Remember some of our readers may have never heard the story of Adam and Eve. Our goal is to place your book in Christian and general market bookstores, so please write with both audiences in mind. We want to be seeker friendly and gently plant seeds of truth in the reader's life. Choose your words carefully so as not to intimidate a non- or new Christian (i.e., don't use words that unchurched people are not familiar with or words that convey religion over a relationship with God.) Keep references to organized religion general instead of specifying a certain denomination.
- Hearts at Home's goal is to encourage, educate and equip mothers for the tasks that they face. We have found that the best way to do this is to provide **practical information** that women can apply to their lives. They know the issues they face; they want suggestions for how to deal with them in the best way possible. HAH readers particularly enjoy hearing about *your* life in the "trenches of parenthood."
- The Hearts at Home audience is more than 90% full or part-time mothers at home—women who consider motherhood as their career choice for this season of their lives. We do not place judgment upon women who work outside the home full-time, but instead encourage women in the job of motherhood. We focus upon the shortness of the season of raising children, having only one shot at the child-rearing years, and the value of being available to your family and other similar issues, all in positive, encouraging, but realistic ways. Some Hearts at Home mothers knew from the time they were little girls that they wanted to work in the profession of motherhood while others are struggling with the decision to transition home while still working full-time outside their homes. Some of their husbands remain completely supportive while others are almost non-supportive.
- Remember that every mother is different and be sensitive about assumptions. Not all women are college educated or possess discretionary income; many HAH moms barely make it on one income. Not every mom is married; marriage is a priority relationship, but not at the expense of excluding divorced or single moms. Not all families are formed through birth; stepfamilies and adoptive families are all represented within the Hearts at Home audience. Hearts at Home moms embrace many different types of schooling options for their children – public, private, Christian, and home schooling.
- Please do not address controversial issues. We are controversial simply because we exist. For example, the phrase "take a yoga class" could be rewritten to say "take an exercise class." If you need to address an issue that some might consider controversial, always land on the side of Scriptural truth, but in a gentle, non-threatening way.
- Humor is very important, but it should be in good taste and not be degrading toward a group or person (e.g., husbands, in-laws, etc.).