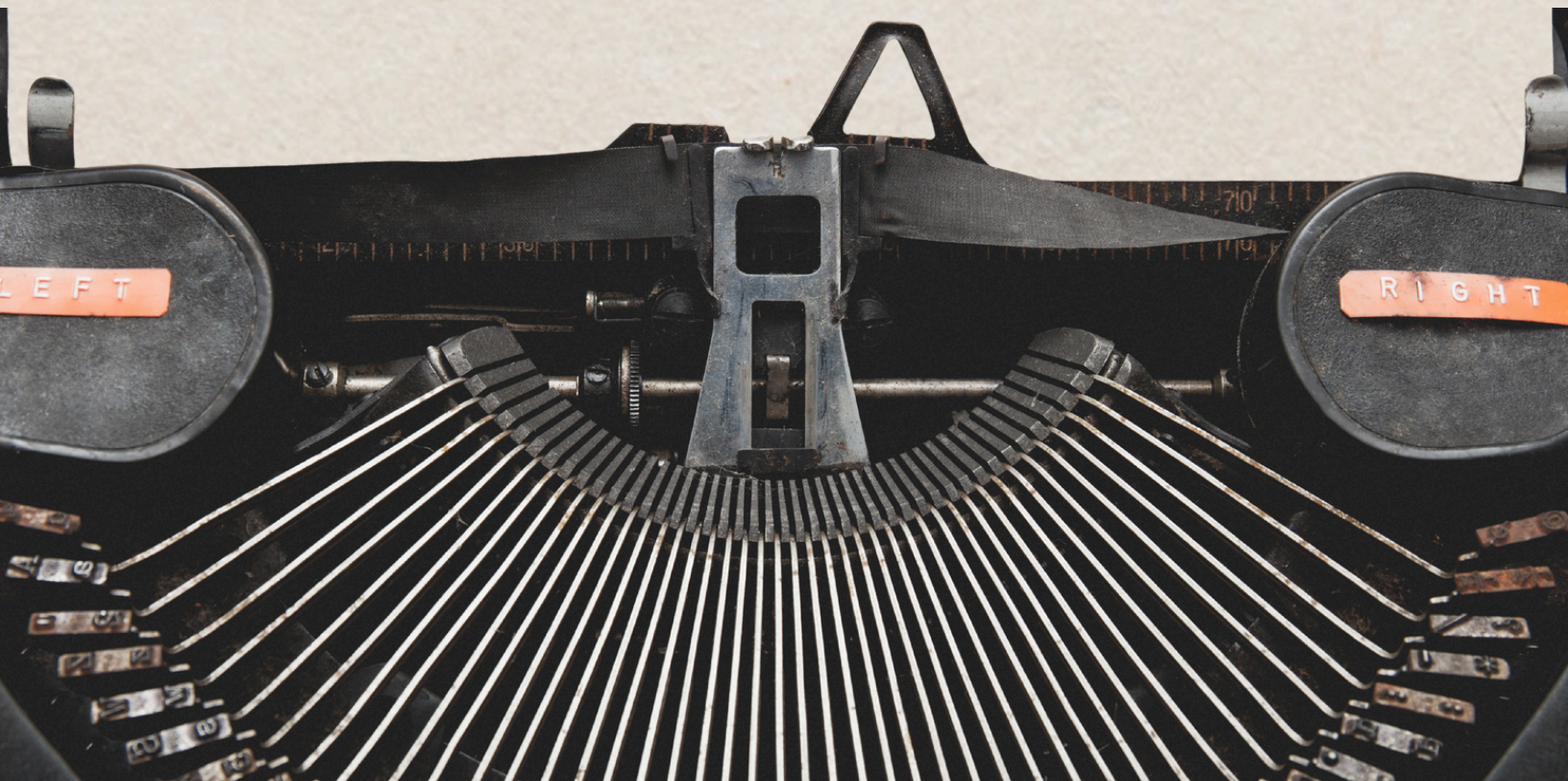




Publishing with

Word Aflame



Dear Writer,

Congratulations on embarking on the journey to write a book! No doubt you've spent countless hours to bring your message to the page. Now it's time to create a publishing strategy to bring your voice to the masses.

What is a publishing strategy? It involves which publishing route you will take and all of the details that follow. This guide will help you analyze the publishing process and the decisions you'll need to consider along the way.

THE BASICS OF PUBLISHING

At its simplest definition, to publish something is to make it public. The publication of a book involves the responsibility of developing an author's intellectual property into a sellable book and then distributing that book publicly. Traditionally only big commercial publishers had the funds, machinery, and access to experts to effectively publish books. As technology has changed over the years, authors now have options such as self-publishing. Let's explore the differences between these routes on the following page.



TRADITIONAL PUBLISHING	SELF-PUBLISHING
<p>Publisher funds the project; no out-of-pocket costs to the author</p>	<p>Author pays all costs of the project</p>
<p>Publisher pays author royalty on book sales</p>	<p>Author retains all revenue from sales</p>
<p>Publisher leads the development of book (in collaboration with author) to utilize the experts on staff with publisher</p>	<p>Author hires contractors to complete the various steps of publishing</p>
<p>Publisher shepherds book through a detailed development process to ensure quality control, which can take several months</p>	<p>Author drives the process and, depending on the scope of services chosen, can sometimes get to print more quickly than with a publisher</p>
<p>Publisher manages the inventory of books (ordering, storing, and reordering copies of books)</p>	<p>Author manages the inventory or outsources management</p>
<p>Publisher promotes books among its top-tier marketing efforts (working with author to expand author's reach)</p>	<p>Author promotes book</p>
<p>Publisher includes book on website, eblasts, and events for sales</p>	<p>Author finds source(s) for sales and distribution</p>
<p>Author can lean into the publisher's history and credibility for higher visibility</p>	<p>Author has to establish the credibility of the book and break into the market</p>

The prime advantages of working with a publisher include:

- Experts in editing, design, marketing, printing, and sales collaborate with authors so your project typically results in a higher quality book.
- You don't have to fund all the upfront costs associated with developing a book.
- The publisher manages inventory and distribution so you don't have to track orders and keep up with when it's time to print more copies.
- Your book receives top-tier promotions and marketing since it's among the books the publisher has invested in creating and has the highest motivation to get in front of the most people possible.

Publishing with Word Aflame

If you feel working with a publisher is the best fit for you (and if your manuscript is accepted for publication), it's good to understand the expertise and market reach of your publisher. Let's take a closer look at Word Aflame.

WHAT IS WORD AFLAME?

Word Aflame is the primary publishing imprint for books, Bibles, Bible studies, and tracts published by the United Pentecostal Church International. For over five decades, Word Aflame has celebrated a rich library of resources that have helped define and propagate Apostolic doctrine.

Word Aflame rests upon a vibrant history of Apostolic writers and publishers who have dedicated significant investment into the development of resources. It includes a children's imprint, featuring a number of picture books, chapter books, and activity books for kids, as well as an academic imprint highlighting premier Oneness Pentecostal scholarship.



In recent years there has been a growing emphasis on the production of Spanish-language resources, a growing and vital mission for the church.

Word Aflame is home to a number of highly well-known writers such as David K. Bernard, Ken Gurley, Tina Royer, and Stan Gleason. While celebrating its longevity, Word Aflame is eager to partner with a new generation of Apostolic writers.

WHAT IS THE PENTECOSTAL PUBLISHING HOUSE?

While Word Aflame is the publishing imprint, Pentecostal Publishing House (PPH) is the engine that sells and distributes all Word Aflame resources. Since 1945, it has served as the largest and most well-known publisher of Oneness Pentecostal resources.

The number of people who shop with PPH continues to grow. Each year, over 500,000 unique visitors access the website alone. Combine that number with the more than 20,000 calls that come through the customer care center and the tens of thousands who shop at in-person events, and it's clear that PPH's reach and impact remain significant both within the United Pentecostal Church International and beyond.

WHAT CAN YOU EXPECT IF YOUR MANUSCRIPT IS ACCEPTED BY WORD AFLAME?

One of the primary reasons many Apostolic authors seek publication with Word Aflame is due to the extensive reach of PPH. That reach includes:

- A mailing reach of 45,000 potential customers
- Over 75,000 followers on social media
- Over 66,000 email contacts

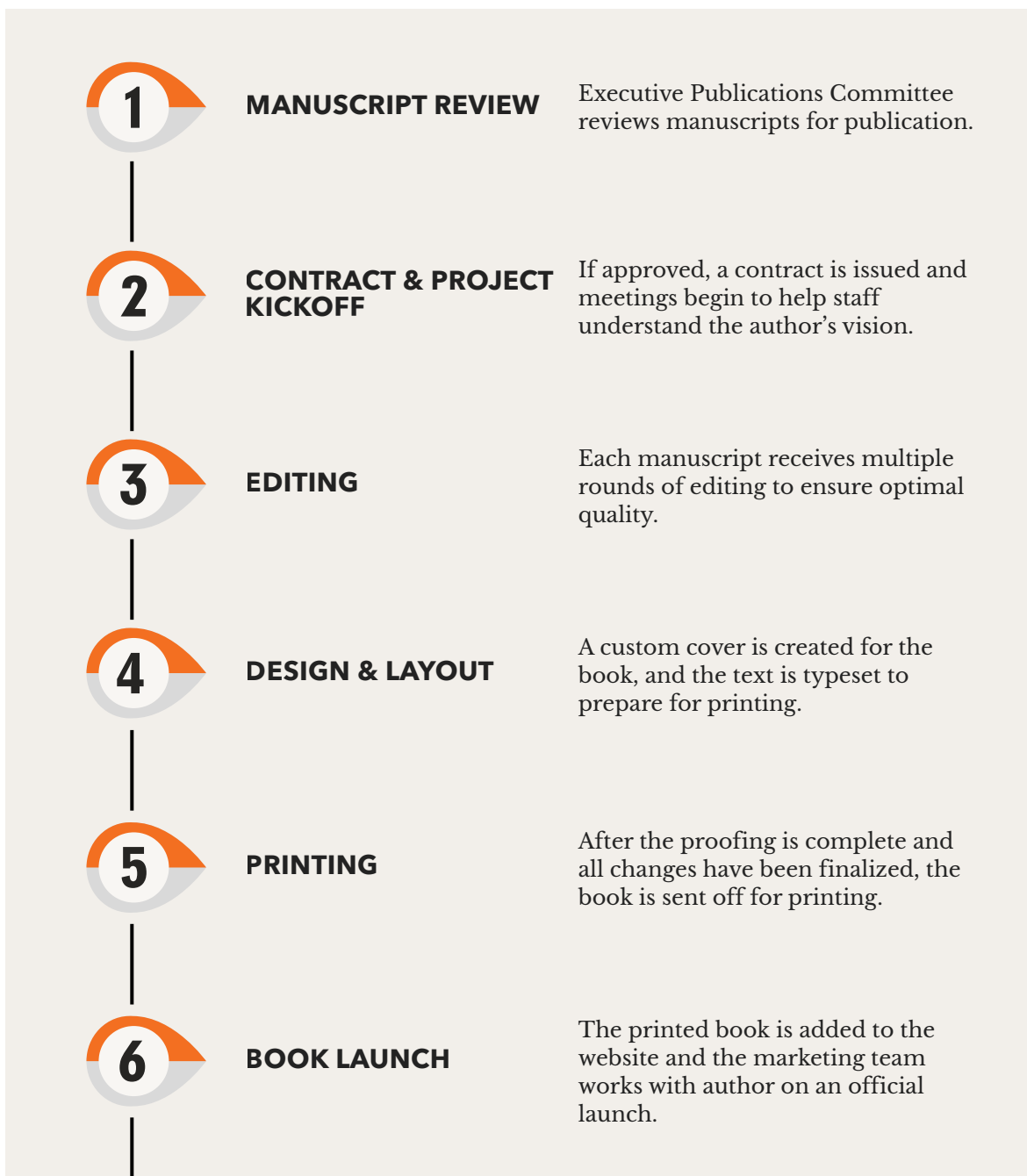
In addition to an extensive reach, arrangements with Word Aflame and PPH position authors to take advantage of the expertise the staff brings to the publication process.



ASPECTS OF PUBLICATION	WORD AFLAME
Finances	Word Aflame funds the project; no out-of-pocket costs to the author; Word Aflame pays industry-standard royalty to author
Expertise	Word Aflame leverages a team with decades of experience in editing, design, printing, marketing, and sales
Editing	Books typically go through multiple rounds of editing to ensure optimal quality; authors collaborate in this process
Design	A custom cover is developed for each book after strategizing with a team of market experts; authors collaborate in this process
Inventory & Distribution	Word Aflame manages the inventory of books (ordering, storing, and reordering copies of books) as well as distribution
Marketing	Word Aflame books get PPH's top-tier marketing efforts; PPH works with authors to craft a marketing strategy that helps the author expand their profile and give the book its highest visibility

The Path to Market Impact

While each book project is unique, a book typically follows this basic development process.



**MARKET
IMPACT**



Frequently Asked Questions

Do I have to be a pastor or minister to publish with Word Aflame?

No, Word Aflame publishes books from a diverse range of Apostolic authors. The Executive Publications Committee evaluates the book's quality, the profile of the author, and how the topic meets a need within the market.

Are there certain kinds of books Word Aflame does not accept?

Word Aflame does not accept poetry. Our publishing needs typically center around nonfiction works emphasizing Apostolic doctrine, history, or personal devotion.

How long will it be before I hear if my book was accepted for publication?

The Executive Publications Committee meets several times per year. The goal is to respond to authors within two to three months of submitting a manuscript. At times the review process may take longer as the committee reaches out to experts in the field for reviews.

How long will it take for my book to be published if it is accepted?

Each book is unique depending on its length, topic, and writing quality. Word Aflame staff can provide a general indication of the timeline after the book has been accepted for publication.

If Word Aflame publishes my book, does that mean they own the copyright?

Word Aflame requests exclusive publishing rights to your material. This is an industry-standard practice so that an author would not enter business arrangements with multiple publishers and create competing versions of the same book. However, the book will be copyrighted in the author's name.

How much of my book does Word Aflame change? Will I be involved in that process?

The resource development team will edit the manuscript to be worded clearly, effectively, in compliance with UPCI house rules, and in accordance with the Articles of Faith. Authors review a proof of the edited book and provide additional corrections or input.

What about the title and the cover design? Who decides on the final version?

The marketing and resource development team will strategize on title and cover options for the book that will ensure it reaches the maximum amount of readers possible. It is a collaborative process, and the author is part of the final decision.

Does Word Aflame create ebooks, audiobooks, and versions of my book in other languages?

Word Aflame typically creates an ebook along with each printed book. Word Aflame is continually expanding its library of audiobooks and Spanish translations as resources allow.



High Interest Writing Topics

With its mission to resource both the home and the church, Word Aflame seeks a variety of resources with publishing needs centering around the following topics:

- Spiritual growth and personal devotion
- Resources developed specifically for women
- Resources developed specifically for men
- Marriage and family
- Apostolic doctrine
- Leadership
- Biblical or practical theology

In general the minimum word count for a traditional book is between forty thousand and ninety thousand words. For devotionals or resources for younger readers, the word count guidelines are flexible based on the nature of the material. Word Aflame does not accept fiction or poetry.

A Word About Finances

Statistics about publishing change annually; however, various sources have suggested that the majority of self-published books sell fewer than one hundred copies. Many self-published authors report never reaching a break-even point in book sales. Why is that?

Here are the average costs of self-publishing a 200-page book:

\$300	editing
\$1,000	cover design and layout
\$200	proofing
\$5,000	printing (assuming 1,000 copies at \$5 per book)
<hr/>	
\$6,500	total costs to self-publish 1,000 books at a professional level

If an author sells all one thousand copies at \$20, certainly it is a profitable venture. However, if statistics hold true and a self-published book only sells one hundred copies, even if doubled to two hundred copies, the author is only bringing in \$4,000 and so has not broken even.



Obviously many factors affect finances and profit margin. However, in comparison to the self-publishing journey, Word Aflame requires no up-front investment by the author. The publisher pays for all costs and returns the author an industry-standard 10 percent royalty. So based on the above scenario, if Word Aflame covered the \$6,500 developmental costs and the author sold 200 copies, the author is receiving a \$400 royalty with no money out of pocket. And with the engine of Pentecostal Publishing House sales and marketing behind the book, you can expect to sell more copies than if going it alone.

Writing is foremost a labor of love. Even in mainstream publishing, profit margins are slim with few authors looking to their books as a major source of income. The bigger picture for Apostolic authors is the privilege with writing to share the message God has placed on your heart. With His blessing and the expertise of Word Aflame, God can put your words in the hands of people you'll never meet to minister to them in ways you could never imagine.

Taking Your Next Step

We know that you have carried a message in your heart, labored over every page, and prayed for God's anointing on your work. Now comes the moment of decision. How do you place those words into the hands of the people who need them most? What path should you take to print and publish your work? At Word Aflame, we believe your writing is more than text on a page. Our team will treat it as a ministry tool, a voice of encouragement, and a spark that can ignite transformation in the lives of readers. You don't have to walk this path alone. We are committed to stewarding your vision with excellence and guiding your manuscript from draft to distribution with the care it deserves.

If you would like to submit your manuscript to Word Aflame to be considered for publication, scan the QR code on the final page of this booklet. That code will take you to a special page on our website where you can find a form to guide you through the submission process. The process will involve submitting the following:

- Information about you
- Information about your church and pastor
- A synopsis or outline of your manuscript
- Your full manuscript or four sample chapters
- Your pastor's letter of recommendation (if you're not a pastor or UPCI credentialed minister)



For more information about Word Aflame, please email books@upci.org or scan the QR code below. Our team will be happy to answer any questions you have about the publishing process. We are here to serve your calling and support you with the experience and resources needed so your message can reach its fullest impact.



Scan the QR code to submit your work for publication.

Launch your writing ministry today!

