



What You Need to Know BEFORE You
Submit to Kentstead Media

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Kentstead Media™

Promoting Truth Speakers

Mission

One of our heroes, C.S. Lewis, claimed there is a deeper and unchanging law underlying all human life that animates and rules us. At Kentstead Media, our primary goal is to bring that type of truth to readers through the catalyst of media. This includes books, art, and other media as well. We see media as an avenue to dispense truth and build a relationship with God and our fellow men. All our fictional and non-fiction publishing projects, regardless of the medium/framework, are located within this quest for clear, accessible truth. When people are through interacting with the media we publish, we want them to leave that experience changed by what they've encountered, and able to face life strengthened and armed by new awareness of what really is. This quest for genuine spiritual threads that unite us to the universe are meant to be firmly integral to the excitement, entertainment value and fun of our media. Discovering truth is life changing, and the best art is not just artistically successful, it is also true to life and leads us towards our better selves. Finding, developing and publishing such art is our mission.

What Kind of Publishing Company are We?

There are lots of publishing companies. We stand apart. Have a great story? Not enough. Amazing way with words? Still not enough. Full of compelling truth *as well as* having a great story and a way with words? That's the ticket.

Though the Chronicles of Narnia, C.S. Lewis's space trilogy, George MacDonald's Phantastes, and other such classics are lauded and quoted all over the world; trying to get published with the same kind of content is difficult. As well, some publishers shun content from certain religious bents because they want to appeal to only a certain audience. We accept *all* religious, and non-religious, writers as long as the books submitted have: 1) a great story, 2) a gift with words, and they are 3) full of compelling truth. We are a "reading experiences" company. We won't pass anything into the hands of readers if we don't feel that they will have a positive "experience" reading the book. We want every book we publish to change lives—even if in only the smallest way.

Thus, Kentstead Media is a new kind of publishing company. We know exactly what we want to publish: reading experiences. And experiences are fueled by truth. We aren't looking to follow genre trends or to limit ourselves to a certain number of a certain kind of author. We're also not afraid that some people won't like what we publish. We want to cater to those that love powerful, life-changing truths. We want to publish them in fiction and nonfiction.

"And the Witch tempted you..."

"Yes, Aslan. She wanted me to take an apple home to Mother."

"Understand, then, that it would have healed her; but not to your joy or hers. The day would have come when both you and she would have looked back and said it would have been better to die in that illness."

And Digory could say nothing, for tears choked him and he gave up all hopes of saving his Mother's life; but at the same time, he knew that the Lion knew what would have happened, and that there might be things more terrible even than losing someone you loved by death.

-- C.S. Lewis, The Magician's Nephew

PROSPECTIVE AUTHORS

Kentstead Media will:

1. Publish only truth-led books (both fiction and non-fiction). Our niche is truth-speakers.
2. Actively train and prepare authors to do personal PR and create communities interested in, and prepared to buy, their books. Personal PR will be a part of the author-job.

For our readers, we would love it if the whole world wanted to read everything we publish. But we are modest. **We simply want to attract people who love to be changed by the books they read.** We strongly believe that this is a larger demographic than anyone now realizes. We're going to target these kinds of readers and win their loyalty by never disappointing them. Every book we publish they will walk away from changed, uplifted, validated, comforted, taught, and entertained.

The Job of an Author—What You Should Know

Current publishing company statistics prove that throwing money at a book doesn't make it sell.¹ Not anymore. The process of publishing a book and advertising it to the consumer has changed radically. Our society is inundated, literally drowning, in books from publishing companies and do-it-yourself indie authors. There are so many, and most are non-unique (in other words very few become "classics") so that it's hard to find the good stuff amidst the slush pile. Yes, bookstores have their own slush pile that readers can't get to the bottom of.

What does make a book sell? Publicity.² We buy stuff from people we are already attached to, believe in, or who reach out to us and make us part of their community. We buy books recommended to us by our community of friends, family, acquaintances, work friends, and so on.

Thus, Kentstead Media is going to teach its authors how to create their own community through using personal publicity in a way that fits their personality, and their budget. Ultimately, the community built between the authors, their personal communities, *and* the publishing company and its community will prove critical creating an environment where book sales can thrive.

You may not like the sound of this. But the reality is, **success as an author these days is 5% good writing and 95% good publicity** ([thanks Huffington Post for that data](#)). Current data also shows that even big traditional publishers with a large marketing budget aren't selling books because of the money they spend on marketing. They only sell books where they get good publicity, and even then, their sales are declining significantly each year. So, don't be discouraged that Kentstead Media isn't going to throw a lot of cash at your book from the get-go. We will do some initial marketing, but we have bigger plans.

So, your job as an author is to:

- Write well
- Interweave truth into everything you write
- **Daily engage in personal PR**

¹ The Ten Awful Truths—and the Ten Wonderful Truths—about Book Publishing, December 6, 2017, Huffington Post, retrieved on 9/1/2019.

² The Fall of Advertising & the Rise of PR, Al Ries & Laura Ries, ©2002 Al Ries & Laura Ries.

The Editing Process

Even the best writers need editing. If you want to be considered for publication you need to be open to the idea that **“being accepted for publication” is only the beginning of finishing your book. As experts in “truth-speaking” we will collaborate with you on strengthening this attribute in your writing.** Content editing and copy editing are part of the process. Be prepared to trust us with your work. We want your writing to retain your style and flavor. Thus, editing doesn’t mean losing yourself. So, please remember that we are your partners. **Prepare for growth.**

How We Support Your Personal PR

Every book published by Kentstead Media will mandatorily have a “proof-copy” digital media set that authors receive from us to promote their books. The company will spend money to create these items as part of publishing/production cost of the book. In other words, we pay for it and produce it—you don’t have to. Kentstead Media will use the same media set to promote the book through its own community.

This kit includes:

- Brief interview with the author (5 minutes or less video)
- Proof-copy PDF of the first 3 chapters of the book
- Proof-copy mp3 audio file of the first 3 chapters of the book
- Book graphics (giving visual interest)
- Set of 3+ quotes from the book that “speak truth”
- Reviews from PR efforts and from selected readers

Kentstead Media will promote its published books within its own community and with minimal advertising. We will do our part to encourage readers to check out the book’s sample chapters, video, etc., and we will share quotes from the books as well. We will support you. But the more personal PR an author does the more successful he/she will be.

As he let the empty gourd fall from his hand and was about to pluck a second one, it came into his head that he was now neither hungry nor thirsty. And yet to repeat a pleasure so intense and almost so spiritual seemed an obvious thing to do... But for whatever cause, it appeared to him better not to taste again. Perhaps the experience had been so complete that repetition would be a vulgarity—like asking to hear the same symphony twice in a day.

-- C.S. Lewis, Perelandra

Kentstead Media will also organize its own events through regional conferences, libraries, communities, and on social media. We will also try to seek unique PR opportunities for authors as well as the company. But authors should consider the company efforts as “bonus” and not rely on them for creating book sales. The more authors we publish, the harder it will be for us to do as much as we would like for every individual author.

Our main goals are to:

1. Give you a home for your truth-led writing.
2. Turn you into a credible truth-speaker.
3. Give you an opinion in some of the creative processes of your book like the style, cover, some of the graphics, etc.
4. Give you a boost of credibility that self-published books often struggle to get.

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5. Take care of and pay for the publishing process (including getting the book on Audible, eBook), content-editing, copy-editing, graphics, illustrations, and the media kit, and more. This cost usually ranges from \$2,000-3,500, and sometimes more.
6. Help you earn an immediate royalty.
7. Give you the tools and training for successful personal PR for your personality and your budget.
8. Support your personal PR efforts.

Author Facebook Group

The hardest thing about personal PR is going it alone. With Kentstead Media, you don't have to. We believe that working together, not competing against each other, brings more success and sales. Once you've been accepted for publication, we will give you access to our private Facebook Group for our authors. On this page you can do any of the following:

- **Collaborate with other authors (e.g.)**
 - What are you doing to promote yourself that's working?
 - I'll tell my community about your book if you tell yours about mine!
 - I'm writing something new, what do you think?
- **Organize group PR events (e.g.)**
 - I'm afraid to contact the library/bookstore to organize a book signing, will someone do it with me and we can both get PR?
 - Who wants to attend/speak at <fill in the blank> Conference with me?
 - I'm creating a video for my community. Anyone want to be on it with me? You can use it for your community too.
 - I'm creating a Facebook Event for the release of my book. Can you guys invite your community? Then, you can invite my community for your Facebook Event too? We can share "leads."

These are only the beginning of suggestions of how fellow authors can collaborate. The reality is, PR work is always better with a friend—or many friends. We want our authors to be friends. As you help each other you help yourselves.

How our Royalties Work

At Kentstead Media we work with Amazon.com and IngramSpark. We don't give advances. Our advance is publishing you at no upfront cost to you. We pay for graphics, editing (content, copy, consultation, etc.), marketing materials, and more. Then, we set both an initial royalty (usually 20-25% of retail) and a final royalty. Your initial royalty is what you earn until we recoup the "cost to publish" you. The final royalty is what you earn thereafter. The "cost to publish" is usually recouped after the sale of 1,500 trade paperback books, or the equivalent via other mediums, such as: Audible, eBook, or hardback sales.

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Submissions

Fiction

We only accept email submissions. Send an email to: submissions@kentsteadmedia.com. The subject line should be: Fiction, <genre>, <last name>

The only attachments we want must be in PDF format and are as follows:

- First 3 chapters of the book (Please do not send any more than 3 chapters. A prologue is considered a chapter).
- Two-page letter telling us:
 - What makes you write?
 - What makes you, YOU?

In the body of the email please tell us your:

- Contact information: Full name, Email (that you check regularly), Reliable cell phone number
- Your IG and FB handles (@myname) & LinkedIn profile link
- Truth(s) I live by every day
- Book Title, Genre and audience, Word Count
- Premise of truth (i.e. the theme of the story)
- Other truths taught in the book (list up to 3)
- Please RETYPE the following statement at the bottom of the email if you AGREE: "I agree that I have watched the 'preparing to be published' video and read the Prospective Authors PDF and feel that my submission is a good fit for Kentstead Media. I am ready to do personal PR as part of the author-job."

Non-fiction

We only accept email submissions. Send an email to: submissions@kentsteadmedia.com. The subject line should be: Non-fiction, <genre>, <last name>

The only attachments we want must be in PDF format and are as follows:

- First 3 chapters of the book (Please do not send any more than 3 chapters)
- Two-page letter telling us:
 - What makes you write?
 - What makes you, YOU?

In the body of the email please tell us your:

- Contact information: Full name, Email (that you check regularly), Reliable cell phone number
- Your IG and FB handles (@myname) & LinkedIn profile link
- Truth(s) I live by every day
- Book Title, Genre and audience, Word Count
- What main truth are you teaching, commentating on?

*"Do you know what hurts so very much?
It's love. Love is the strongest force in the
world, and when it is blocked that means
pain. There are two things we can do
when this happens. We can kill that love
so that it stops hurting. But then of course
part of us dies, too. Or we can ask God to
open up another route for that love to
travel."*

— Corrie Ten Boom, *The Hiding Place*

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- Please RETYPE the following statement at the bottom of the email if you AGREE: “I agree that I have watched the ‘preparing to be published’ video and read the Prospective Authors PDF and feel that my submission is a good fit for Kentstead Media. I am ready to do personal PR as part of the author-job.”

What a Truth-Speaker Looks Like

If you want to be published with Kentstead Media then you must be a truth-speaker, or an aspiring one.

A truth-speaker is someone who already speaks truth on a day-to-day basis as part of their everyday life. It is who they are, or who they aspire to be. Truth-speakers are known by their community for being honest and having integrity. No shady personality types here. If you speak truth, then we expect that you at least make an effort to act on it—to live it.

To be a truth-speaker you don’t have to be outgoing or extroverted. You don’t have to be a great salesperson or a great public-speaker. You simply need to be genuine. Likeable? We hope you are, but not everyone is. We can work with that.

A truth-speaker has to be humble. It might be the hardest attribute for any human being. Yet, we need you to have a tough skin for critique and feedback. We need you to be a person who isn’t afraid of truth in their own lives and is able to share it with others. It’s a mission, more or less.

So, when you submit for publication you are also saying that if you get accepted, you are accepting the role and mission of a truth-speaker. Scary, right? But, since we’re publishing your book, it gives you license to step out there and be brave. You can do it!

What Does a Fiction, Truth-led Story Look Like?

Fiction is one of our CEO’s favorite outlets for teaching truth. It allows the author to teach truth in a format that is acceptable to almost everyone. A good fictional story with a powerful premise and scene after scene of truth-led moments is life-changing. Thus, a truth-led fiction story has the following:

- The premise, or theme, is built upon a powerful truth.
- The characters are realistic, relatable, and deep.
- The plot provides a framework for scenes that teach the main theme/truth and other truths that play into the characters’ individual arcs.
- Profanity? No. You might be able to get away with “Damn!” but not too many.
- It’s quotable. Every now and then a character will turn a phrase that simply resonates.

Dalinar sneered at the god. “If I pretend...If I pretend I didn’t do those things, it means that I can’t have grown to become someone else...”

“Journey before destination,” Dalinar said. “It cannot be a journey if it doesn’t have a beginning...”

“I will take responsibility for what I have done,” Dalinar whispered. “If I must fall, I will rise each time a better man.”

— Brandon Sanderson, Oathbringer

A truth-led fiction story example is: The Chronicles of Narnia, Perelandra, That Hideous Strength, The Great Divorce, The Place of the Lion, etc. If you’ve never read one of these, read one before submitting.

What Does a Non-fiction, Truth-revealing Book Look Like?

Non-fiction is usually the medium people choose to communicate truth. However, non-fiction can get preachy and disorganized easily, and without care is often written with too many assumptions. Nonfiction often lacks reliable sources, or permission for reliable sources. So, a great truth-revealing non-fiction book looks like this:

- It's focused on teaching readers a powerful truth.
- The truth is easily accessible and understandable through the instructional/informational format of the book.
- It has a lot of personal stories that people can relate to of how you, or others you know, conquered a process or learned a truth.
- It has quotes from credible sources as part of the flow, and the quotes don't overtake or overwhelm the flow, and permission has been received for use of the quotes. (If they are more than 40 words long. Yes, if it's 41 words you must get permission.)
- It's direct without being preachy or condescending.
- It feels credible because all the sources quoted or cited are accepted, easily double-checked, and credible.

What Does the Community of a Truth-Led Speaker Look Like?

If you want to submit to Kentstead Media, you must *already* have an accessible online personality. This is difficult. It's hard to have a presence on social media without getting caught up in all of its distractions and sometimes its evils. But this is the "mission" of a truth-speaker. If it's a new community, that's okay. But you need to have it up and running when you submit.

All prospective and published authors for Kentstead Media must have:

- Have an accessible online personality that spans minimally:
 - Instagram
 - Facebook
 - LinkedIn
 - A personal website is highly recommended, but not required

Consider also signing up on Goodreads so that you can share your books with friends, ask for reviews, and give reviews on other books that you read. Writers should be readers too!

The difficulty of personal PR is figuring out how to leverage this online personality without losing your mission, your love of writing, and without feeling the need to compare and compete. It's a hard balance. It takes practice.

Here are a few guidelines:

- God first, family second, job third.
- Be yourself.
- Lift others to lift yourself, not the other way around.
- Test your comfort zone and expand it slowly.

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Family First

We don't ever want your writing or your personal PR to become more important than your health, your relationship with God, or your family. That would be counterintuitive to all we stand for. If you're sick, rest. If you're family needs you, be there for them. Tell yourself, "I can't do any personal PR today," and let yourself totally off the hook. It's a law of heaven and earth, that when you take care of what matters most time will magically appear for what God wants you to get done.

Be Yourself

Next, be yourself. Sally Smith and John Jones are always going to do their PR different than you. If he/she has a good idea, ponder it. Then tweak it to match *you*. Talk with Sally and John! Collaborate with Sally and John! Find the aspects of personal PR that fit you and own them.

Expand Slowly

We don't expect anyone to sell a million books overnight. Wouldn't we all like to? Sure, but it's not realistic. Slow and steady wins the race. If you're relatively new to personal PR, start slow. But every couple of weeks try something new. Take a suggestion from a fellow author. Find the types of posts and communications your community likes—and that you like. Then, build. Get creative. You're an author, creativity is in you.

But don't rush. Personal PR is something that starts slow, builds, and then becomes a monster all on its own. Don't over-stress yourself. But, don't get too comfortable. Test your comfort zone and expand what you do to create and involve your personal community a week at a time.

Getting Started with Personal PR

It's not the rule, but many creative writing minds tend to thrive communicating with the written word, but struggle with public speaking. Guess what? That's okay. Speechwriters rarely give the amazing speeches they write. But public speaking is not really what we're asking you to do.

What are we asking you to do? Personal Public Relations (Personal PR) is community building. It's finding people who care about you and involving them in your truth-speaking. For most of us that means involving our community—or creating a community—that cares about us, about our writing, about our family, and about our beliefs.

PR for the Unpublished

If you're not yet published or not yet accepted for publication GET STARTED NOW. Personal PR might include:

- Admitting to family and friends that you are a writer and that you're trying to get published.
- Allowing family and friends to critique small pieces of your writing and listening to what they say without debating or defending—just listen and absorb. Let them feel they have a place in your writing journey. That's your goal—involving them in the process.
- Documenting your writing journey on social media.
 - Here's what I wrote today, does it resonate with anyone?
 - I got rejected by X publisher/agent today, but I know I have to press on...
 - Here's a book I read recently, this is the kind of book I'd like to write. Has anyone read it? What do you think?

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- Video: here's what my writing desk looks like. It's messy. But, here's the stack in my waste-basket. I need some encouragement today...
- I'm a finalist in a contest! Anyone want to go for dinner with me tonight?
- I just submitted to Kentstead Media...now I'm waiting. Anyone want to help me make plans for personal PR?
- I was cocky when I first started out, but hey everyone, I'm learning it's okay that I'm still learning to write. Here's what I've learned since I began...

Confidence. If you're not yet published, you have to learn to not be ashamed of what you write or where you are in your writing journey. We all have to start somewhere, and all of us wrote terrible in the beginning and got better with practice, time, rejections, and community support. Establish a community with positive, hopeful, and motivating content. Post truth! Post awesome quotes from books you're reading. Be confident that this is the path you're going to take.

Humility. If you're over-confident, find some humility. Telling everyone who gives you any feedback how wrong they are and how they simply don't understand you as a writer is poison for a community. Getting accepted for publication won't change the bad taste in their mouths. They'll simply wonder who was crazy enough to give you a chance. They aren't going to want to buy your book, and begging them to in the aftermath is simply going to destroy the community. So, if you've done this in the past, it's time to repent. Establish humility and gratitude within your community to rebuild it. Start now. Start posting quotes about humility—we're not joking. Start posting quotes about truth. Start sharing your own journey of learning truth. Stay positive, but get humble.

But some things were possible only to a man in companionship, and of these the most important was balance. No mind was so good that it did not need another mind to counter and equal it, and to save it from conceit and blindness and bigotry and folly. Only in such a balance could humility be found, humility which was a lucid speed to welcome lucidity whenever and wherever it presented itself. How much he owed to Quentin! How much--not pride but delight urged the admission--Quentin owed to him! Balance--and movement in balance, as an eagle sails up on the wind--this was the truth of life, and beauty in life.

— Charles Williams, *The Place of the Lion*

PR for the Soon-to-be Published or Published Author

If you've already published or have been accepted for publication with us and you already have an established community, then don't wait for your book to come out. Consider the following:

- Create sympathy and excitement for your writing by creating a FB Event for the launch of your book.
- Do PR your way. Collaborate with other authors and try some new things.
- Document your writing journey. Now that you've been published, where are you going to go from here? Do you have anything else in the works?
- Share truths from your writing ALL THE TIME. Pull quotable quotes from your book weekly, if you can. Talk about your characters and their journeys. Show your community that your relationship with your book is real.
- Share truths from other people's writing. This is critical. Don't be a one-trick pony. People can tell when you only promote your own stuff. The more you promote others, the more credible your own self-promotion becomes. Plus others will promote you back.

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- Share truths from books you are reading. Help your community see that you simply want to share truth—no matter where you find it.
- Share truths shared by Kentstead Media. It's an easy PR day for you when we've posted about your book. It's someone else talking about how amazing your book is. Share what we post.
- Reward your community for following you and listening to your truths. Signed books? Free books to the first X who comment?
- Reward your community for supporting you. Have a local and online party. Come up with giveaways. Include other Kentstead Media authors (or any other authors you know) and make it doubly or triply of interest to your community.
- Ask your community to support you. If they follow you, then you have the right to ask them to support you. But, be prepared to support them when they ask for help too.
- Coordinate events with artists, musicians, or other people in your community who have things to promote. This is a great way to support them and get their support for you!

This is a small list of what personal PR looks like. But, if you still have questions, you can ask us directly! Once accepted, email your editor directly and he/she will help you with ideas. Or, get active on our author FB Group. Start collaborating with others. We want to see you succeed!

Conclusion

Hopefully you took note of the boxed quotes placed throughout this document. These are quotes from books, some new, some classics, that illustrate what truth-led writing looks like. Writing that leads from plot and characters to the revelation of truths.

If you haven't read *The Hiding Place* by Corrie Ten Boom (a non-fiction memoir about the holocaust), *The Chronicles of Narnia* by C.S. Lewis or his space trilogy (*Out of the Silent Planet*, *Perelandra*, *That Hideous Strength*), *Oathbringer* by Brandon Sanderson (3rd in his *Stormlight Archive*), or *The Place of the Lion* by Charles Williams (a classic), then take the time. These books embody what Kentstead Media is looking for and what it wants to publish.

Classics like *The Hobbit* and the *Lord of the Rings* series also have truth-led qualities, and I might argue they are truth-led. Usually the best books, the ones we love the most, have truth-led moments or themes. That's why we love them so much, because they change us. They are powerful.

What are you writing that will change the world? We can't wait to see it.