

**XYZ Branch—California Writers Club & Unlimited Publishing, LLC  
A Co-Publishing Pilot Program, 2009-2010**

*Publish Your Book with XYZ Branch & UP!*  
**Call for Submissions**



**[www.unlimitedpublishing.com/cwc](http://www.unlimitedpublishing.com/cwc)**

An Innovative *Market-Driven Model* using Print-on-Demand Technology  
at NO cost to Authors

Open to XYZ Branch current members with qualifying manuscripts  
Only ONE manuscript will be selected for publication.  
A Marketing Plan must be submitted with the manuscript.

**Manuscript Guidelines:**

- 50,000 words max, primarily text
- Edited, proofread according to professional MS standards
  - Submitted as a single file in Word or RTF
  - Formatted in a simple and consistent manner per style manual
- Written for adult mainstream market
- Short non-fiction book preferred
- Other genres considered with a clearly identified market: fiction, humor, memoir
- Disqualifying MS: screenplays, science fiction, poetry, photo, illustrated, spiritual/religious, cookbooks

**Marketing Plan Requirements:**

- Dedicated website or free blog for the book and/or author with online purchasing
- Monthly live events at locations other than bookstores, some co-sponsored by branch
- Online presence: Online reviews, social networking, use of Google news alerts
- Commitment to spend a few hours each week, month after month
- Targeted market with related non-profits

**Royalties:**

*Authors are paid royalties of 10% of cover price from all retail sales; local branches are vested 5%. Authors and branches may also order privately at a 50% discount for personal use or re-sale at live events, Web sites, direct mail, etc. retaining all profits.*

**Email your MS and Marketing Plan as attached files to Branch Coordinator: XYZ**

**Submission period: January 1—February 28, 2010**  
**Absolute final deadline: March 1, 2010**