

Market Analysis

My writing project consists of a non-fiction faith-based motivational book called "Honeycomb Words." This book aims to offer readers a source of meditation and inspiration that is rooted in scripture. It will cover a range of topics pertaining to personal growth and motivation. Findings show that there is an increasing demand for literary works of this nature. The article entitled, "Self-Help Books Fill a Burgeoning Need", published by the Library Journal, reveals significant statistics from the NPD Group which states, U.S. sales of self-help books grew annually by 11 percent from 2013 to 2019, reaching 18.6 million volumes (Pierce). Ultimately, the goal of the book is to instill hope in readers during challenging times. Regarding publishing there are three ideal publishers that I have chosen for a project of this nature. The publishers are as follows: Covenant Books, NavPress and Kindle Direct Publishing.

I chose both Covenant Books and NavPress for similar reasons. Both companies are well-known for publishing content that is based around the Christian faith, and I believe that this could be extremely helpful for distribution purposes. Covenant Books makes the process very straightforward. The first step is to submit a manuscript to the company. In order to get information from this publisher I provided some personal information such as my name, email and cellphone number, and I was informed that someone would reach out to me shortly. I haven't heard from anyone yet, but the company sent over a PDF entitled, *Writer's Guide*, the guide is wealth of information on various topics such as, how to conquer writer's block and how to find your own flow in writing. After reviewing some of the published works on their webpage, it seems to be a good fit for writers that are new to submitting published works. Through Covenant

Books, works are distributed to various bookstores in-person and online such as Barnes & Noble, ReaderHouse, Amazon and iTunes.

The second publisher I researched regarding this project is NavPress. Like Covenant books NavPress specializes in publishing books centered around Christian ministry, but the process of submitting a manuscript to the NavPress isn't as open as Covenant Books. According to their website's *Manuscript Submission Guidelines*, the company will not accept proposals from anyone except literary agents. However, they provide a link to a website entitled, Christian Manuscript Submissions – this website is a service that can be utilized by both writers and agents that are looking to submit proposals in a “traditional royalty-based relationship.” The work does not have to be an entire manuscript but a well-written proposal. The first step to submitting a manuscript to NavPress is through a literary agent, a literary agent could be a great resource that can lead to greater publishing opportunities. Typically, one connects to a literary agent through submitting a query letter. Agents can be found at in-person at events, through databases, or social media. What attracted me to NavPress is one of my favorite books entitled, “More Than Meets the Eye: Fascinating Glimpses of God's Power and Design” by Richard Swenson M.D., which is published by this company. This is a very popular book and is much like the style of writing I'd like to produce. I find the style of this work particularly admirable due to its remarkable integration of spirituality and science. As professionals in psychology, sociology, and psychiatry delve further into the realm of mental health and its impact on both individuals and society, I believe that this topic is truly enlightening. From a spiritual perspective, it is truly awe-inspiring to be reminded that there exists a Creator who willingly shoulders our burdens. This message can provide solace and comfort to those who seek it. Overall, I am very impressed with the quality of the company's works, as it is highly professional.

Lastly, I considered Kindle Direct Publishing (KDP) for this project. Unlike Covenant Books and NavPress KDP is upfront about much of its publishing information. If producing an eBook, you can choose between two royalty options: the 35% royalty option and the 70% royalty option. KDP is a self-publishing platform that is offered by Amazon and allows authors and publishers to distribute both e-books and print books on the Amazon platform. I am currently using KDP to publish three of my low-content books that I sell on Amazon. This is an ideal publishing route for me because I am very familiar with the platform. Publishers like Covenant Books and NavPress offer comprehensive publishing services, including assistance with artwork, marketing, and web development, among others. However, KDP does not provide such services. Nonetheless, based on my experience with self-publishing low-content books in 2021, I have acquired some understanding of the process. I had to personally design my books, working on elements such as margins and spacing. To achieve this, I utilized an online resource called BookBird, which proved invaluable. If I were to pursue the self-publishing route again, I would utilize the same tools that were successful in creating my low-content books.

Currently, I maintain a modest following on Twitter, where I share motivational content. My low-content books are journals that encourage people to embrace writing as a means of expressing their creativity. This writing project, if published, would mark my first written piece and I strongly believe that using KDP alongside my personal resources would be an excellent strategy to introduce my work to a wider audience. Moreover, it may prompt further revisions and potentially enable connections with literary agents for future writing endeavors.

Works Cited

Pierce, Dennis. "Self-Help Books Fill a Burgeoning Need." *Library Journal*, 9 Mar. 2021, www.libraryjournal.com/story/self-help-books-fill-a-burgeoning-need.