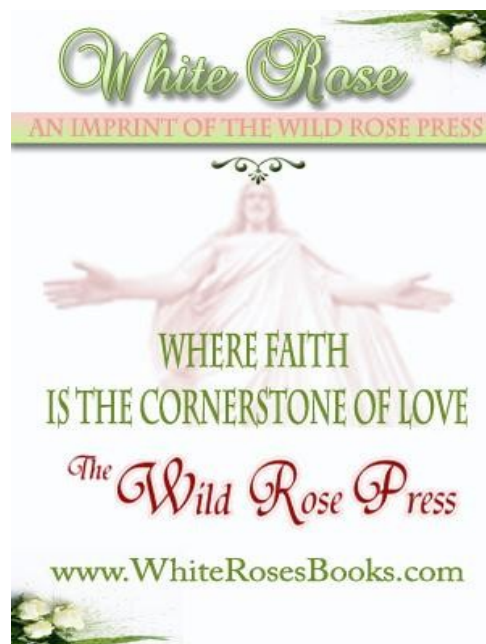


An Interview with THE WILD ROSE PRESS

August 2009 Featured Publisher
at
Time with Tannia
(<http://timewithtannia.tripod.com>)

By:

Tannia E. Ortiz-Lopés



1. You have a booth in a writer's conference. A new aspiring author comes to you, looks around, and want to know more about your company. In 30 seconds or less, how would you describe your company and establish the difference between you and the rest?

The Wild Rose Press (WRP) publishes Christian romance in lengths ranging from 7,500 words to 100,000. We are open to those romances that follow regular CBA guidelines, but we are also looking for fresh, perhaps "edgy" Christian romance that might overflow the boundaries of what one might find in a CBA book.

2. What are some of the authors dos and don't s when submitting a manuscript to your company?

- **Do follow submission guidelines.** We publish only romance, yet get many queries for stories that are not romance—and even some for non-fiction. We also don't accept unsolicited attachments, and sometimes get those, also.
- **Don't hound your editor.** We pride ourselves on open and prompt communication. If we've told you that you'll have a response by X-date, don't contact us before that date as to the status of your manuscript. However, if that date comes and goes and you have not heard from us, then it's perfectly acceptable—and encouraged—for you to contact us.
- **Do treat your editor with respect and act in a professional manner.** We are a small press, but we are not small-minded. If you wouldn't say or do a certain thing to an editor at a large house (eg. Doubleday), don't say or do it to us.
- **Do try again.** If we reject your submission, but ask for revisions and give you an offer to resubmit, we mean it. Not everyone is given that option. Rejections hurt, but an offer to resubmit is a plus.

3. When reviewing a manuscript, what is your criteria to determine whether or not it is a romance story?

Romances follow a strict formula. There are many ways to incorporate this formula, but it is present in every romance. The formula is: Boy-meets-girl, boy-loses-girl, boy-gets-girl-back. There are some articles on our website that explain this. However, the formula must be there, whether part of it is in the back-story, or all of it is on the page. Also, we prefer to see only the Hero's and/or Heroine's point of view. The romance is their story. We want to read it from their perspective—know how they see and feel things. And, ALL stories must end happily-ever-after.

4. What type of resources and services are available for authors in your website?

We have articles and tips to help an author hone their craft. While White Rose Publishing is new, it's sister company, The Wild Rose Press is now in its third year. The "Greenhouse" section of that website is also full of articles.

5. Is your chat room open to the public? Or must you register first to participate? Where is your chat room URL address?

One does not have to register to use our chat room. When we hold our regular chats, all are welcome. Just choose a user name and enter the correct room. (Our chat room is shared by our sister company, The Wild Rose Press, and each imprint has it's own room.) A link to the chat room is on our main page at <http://www.whiterosepublishing.com/>

6. The name and description of your Christian romance division, "The White Rose," evoke thoughts of purity, suffering, faith, and fulfillment. Do you agree with this analogy? Tell us about this division and its uniqueness in comparison with your other publications.

I do agree with the analogy. White Rose books are full of emotion and the journey to faith. By the end of each White Rose story, the hero and heroine will have found love with each other, but one or the other of them—or both—also will have found a new or renewed faith. Struggles and setbacks are all part of realistic conflicts. Dealing with, and overcoming, temptations; learning to give or accept forgiveness; accepting grace—all things that “real” people encounter are the things that White Rose characters must deal with, also. Our books are different from other Christian romances because we do not limit them to CBA guidelines. We do hold a strict line as to what is acceptable and not offensive, but an author is allowed to cross the boundaries of some of the CBA guidelines when it comes to content and/or subject matter. Therefore, some of our titles may be considered “edgy” by some.

7. What is your more successful publishing format and why?

eBooks are extremely popular, and their popularity is growing. With the success of the Kindle and Sony eReader, and the availability of reading books from an iPhone—as well as the fact that Barnes and Noble just announced the purchase of Fictionwise—eBooks are becoming the wave of the future. They take up less space than a hardcopy and are also environmentally friendly.

8. What type of promotion and advertisement tools do you use to market your books? How much involvement do you expect from the author?

The success of any book is always dependent on author marketing. It's been proven time and time again, that the more promotion an author does, the better the sales. We do take an active role to promote our books, however. Every title is made available to several review sites. We organize co-op ads in national magazines, we hold promotional giveaways as incentives to consumers, etc.

9. Does the point of sale of your books affect the author's royalty payment? If yes, how?

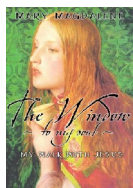
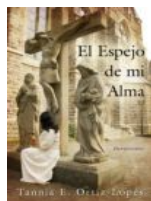
No. The author royalty rate is governed by the publishing contract regardless of where the retail sale originates. Any discounts we must provide to vendors is absorbed by the company, and not passed on to the author.

10. Are you currently accepting manuscripts? If yes, briefly explain your submission guidelines and where our readers can get more information.

Always! Our submission guidelines are posted on the website at <http://www.whiterosepublishing.com/>. We publish short stories, novellas and novels. We like to see a query and synopsis in the body of an email, at which point we usually request a partial. We respond to queries within a few weeks, to partials within sixty days of receipt, and to full manuscripts within ninety days of receipt. We do not accept unsolicited attachments. It's important for authors to know that any email with an attachment will be deleted unopened unless we have already requested it.

11. A word of advice to new authors wanting to write a good and page-turner romance.

Pull the heartstrings. Make us laugh, make us cry, make us ache for what the hero or heroine has or doesn't have, but most importantly, make us forget we are reading. If we can't put down your manuscript, we know it's a keeper.



Tannia E. Ortiz-Lopés, author of *El Espejo de mi Alma* (2009 Pleasant Word) and *The Window To My Soul; My Walk With Jesus* (ISBN 0975393359) (2004 Tate Publishing; www.tatepublishing.com). Author's websites: timewithtannia.tripod.com, www.shoutlife.com/tanniaortizlopes, and www.myspace.com/tanniaortizlopes

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INTERVIEW COMMENTS:

Date Received: August 1, 2009 8:16:40 AM EST
Name: Pamela S Thibodeaux
Email Address: (optional) pthib-7@centurytel.net
Web site URL: (optional) <http://pamelathibodeaux.com>
Comments: What a wonderful interview with an excellent publisher - I'm PROUD to be a White Rose author! God's Blessings to ALL. PamT

Where did you hear about this interview? Facebook

Date Received: August 1, 2009 8:46:18 AM EST
Name: Sharon Donovan
Email Address: (optional) sharonad@comcast.net
Web site URL: (optional) www.sharonadonovan.com
Comments: Inspiring interview. The editors and authors of WRP are wonderful to work with and the books are awesome, each giving a message of hope to the reader. I am proud to be an author of White Rose Publishing..

Where did you hear about this interview? Pam T, fellow white rose author

Date Received: August 1, 2009 9:21:11 AM EST
Name: Marianne Evans
Email Address: (optional) marmo212@yahoo.com
Web site URL: (optional) www.marianneevans.com
Comments: I was thrilled by the launch of White Rose Publishing. Finding new publishers of Christian Romance is always wonderful. WRP features very talented authors and so far every book I've read has been touching and well-crafted. Their editorial staff is warm and responsive as well - and very caring of both their authors and the potential authors who send in their submissions. God bless their efforts!!

Where did you hear about this interview? White Rose Publishing Yahoo Group

Date Received: August 2, 2009 1:49:22 PM EST
Name: Betsy St. Amant
Email Address: (optional)
Web site URL: (optional)
Comments: Great interview! Thanks for sharing.

Where did you hear about this interview? Facebook

Date Received: August 22, 2009 12:50:52 PM EST

Name: Nicola Martinez

Email Address: (optional)

Web site URL: (optional)

Comments: Thanks so much for the interview, Tannia, and a warm shout-out to WRP authors (and potential authors). We're blessed to read your stories.

Date Received: August 28, 2009 6:27:51 AM EST

Name: TANNIA

Email Address: (optional)

Web site URL: (optional) timewithtannia.tripod.com

Comments: Nicola: thank you for accepting my invitation to be a Featured Author at Time with Tannia!