



New Author
Documentation

2016

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Letter to Prospective Authors

My name is Brianne K. Hofmann, Publications Manager for POLICE PUBLISHING, a division of POLICE TECHNICAL. Thank you for your interest in our company and welcome to the next stage in our process.

On the following pages, I've provided a brief overview of our process to give you a better understanding of our company and my expectations. Writing a book is difficult, getting it published is harder, but getting people to buy it can be the hardest part of it all. POLICE TECHNICAL has a successful record of publishing – from editing to printing to fulfillment. We have taken rough manuscripts and, within months, turned them into essential books for law enforcement. My primary goal is to help you create the best book available for law enforcement.

POLICE TECHNICAL is founded on providing technical training to law enforcement nationally. If you've attended one of our classes, then you've experienced superior training. Our process for publishing books is an extension of our training process. We have worked hard to analyze the steps needed to successfully create, publish and market books to the law enforcement field. And we'd like to help you get your books into the hands of the law enforcement personnel who can best take advantage of your writing and experience.

We'll spend between \$5,000 and \$20,000 to bring a single title to the market. Because of this, we must be careful about the titles and authors we chose to engage. If, after reading this document, you are interested in working with us, then I am interested in working with you.

The Next Step

The next step is to submit the materials requested in the **Needed from the Author** section to me at bhofmann@policetechnical.com. An outline of our **Development Process** (from our Call for Authors to submitting your manuscript) is found on page 4. Once I receive your completed package, I'll be in touch with you with details on the next steps.

I look forward to hearing from you and receiving your submission.

Respectfully,



Brianne K. Hofmann, Publications Manager

POLICE TECHNICAL

Our History

POLICE TECHNICAL

In 2004, POLICE TECHNICAL LLC was established to further professionalize the law enforcement training process Thomas M. Manson created.

By 2007, POLICE TECHNICAL began providing federal law enforcement agencies training as a Sole Source Provider

In 2009, POLICE TECHNICAL incorporated to provide a suitable structure to expand business operations.

In 2010, POLICE TECHNICAL scheduled over 50 courses (mostly Microsoft Office courses).

In 2012, POLICE TECHNICAL began offering classes in Online Investigations and Cell Phone Investigations.

In 2015, POLICE TECHNICAL scheduled 120 courses for 18 instructors

Successfully completed the Federal GSA application process

POLICE PUBLISHING

In 2013, POLICE PUBLISHING, a Division of POLICE TECHNICAL, was created to develop and market books focused on existing POLICE TECHNICAL training classes.

In May 2014, Brianne Hofmann was hired as POLICE PUBLISHING's first Editor

By fall 2014 [Cell Phone Investigations](#) by Aaron Edens, was edited, set for press, and published. Upon its release, 400 departments, within the first month, ordered copies for their personnel.

In winter 2015, [Warrantless Searches](#) by Mike R. Galli's became the second major released title.

By summer of 2015, POLICE PUBLISHING became a reseller for two major publishing entities, CRC Press and Elsevier, obtaining distribution rights to 40 titles.

An online [bookstore](#) was established shortly after, featuring books, reference guides, free materials, and court presentations.

In April 2016, [Introduction to Tactical Hacking](#) by Jeff Neithercutt became the third major released title.

Writing a Book

Writing a book is difficult, but even after months (or years) of work, it's only the beginning of becoming a published author. The following is a partial list of the stages POLICE TECHNICAL completes to get a copy of your book into the hands of a buyer.

Legal

- Letter of Agreement
- Copyrights/ISBN/Library of Congress
- Publishing Rights
- Royalties

Design Services

- Title
- Cover
- Interior design
- eBook design

Editorial Services

- Stylistic
- Content
- Technical

Production

- Pre-press
- Proof

Marketing

- Marketing Campaign
- Website
- Email Marketing
- Social Media
- Evaluation Copies

Sales

- Website
- Shopping Cart
- Payment Gateway
- Invoicing
- Accounts Receivable
- Customer Service

Fulfillment

- Printing
- Shipping
- Tracking
- Distribution
- Customer Service

Remuneration

- Contracts
- Royalties
- Author Payments

Derivatives

- Field Guides
- Whitepapers
- Video
- eBook
- Blog Posts
- Audio Podcasts
- International Sales
- Software
- Kindle Version

Self-Publishing is Easy

Why work with POLICE TECHNICAL? Why not just self-publish?

The traditional publishing houses are becoming a thing of the past. Gone are the days when an author would write a book and then shop it around to major publishers in New York hoping to get an advance and fearing a rejection letter.

Today there are a number of resources available to authors who want to publish their own books. You indeed can get your book “published” in a matter of days. With any of the following sites:

- Amazon / CreateSpace - <https://www.createspace.com/>
- Lulu - <https://www.lulu.com/>
- AuthorHouse / Author Solutions – <http://www.authorhouse.com/> or <http://www.authorsolutions.com/>
- Blurb - <http://www.blurb.com/>

Before working with POLICE TECHNICAL, we require that every author have a good understanding the publishing and self –publishing world.

There only a couple of catches with self-publishing: You won’t SELL any books, AND it might cost you thousands of dollars.

First time authors haven’t figured this out. They are focused on writing their book not on how they will ever make any money from its sales. They are content just to get their book published. Self-publishing can costs the author thousands of dollars without the hope of ever selling a single book. Don’t believe us? Then you haven’t done your research and we’re not going to be the right Publisher for your book. Start with this page: <http://www.authorhouse.com/Packages/Comparison/BW.aspx>

Established authors know the economics of publishing. When we put out our first call for new authors, even we were surprised by how many “established” authors with active titles on Amazon contacted us. They knew that just because their book was listed on Amazon with a dozen great reviews, it might only sell a few copies a month. That’s reality.

Writing for Law Enforcement

When POLICE TECHNICAL began researching whether or not to enter the publishing field, we were amazed at how few *good books* were written for law enforcement. In fact, we were stunned at how *few books* were available for law enforcement at all.

Our first book, [*Cell Phone Investigations*](#), was accepted for development after an exhaustive search revealed that nobody (as of 2014) had written a comprehensive book on cell phone investigations for law enforcement. This raised many good questions: Why had nobody written this book? Why do people not write for law enforcement? Why has nobody codified the body of knowledge for law enforcement? If we work to publish this book, will anybody read it?

Writing for law enforcement is different than writing for any other market or segment for a variety of reasons:

1. Law enforcement does things that nobody else does (specialized and unique)
2. Law enforcement doesn't share (historically) how it operates (insular)
3. Law enforcement agencies operate independently of each other (isolated)

We think people don't write for law enforcement for two major reasons:

1. Fear, potential authors (typically active law enforcement personnel) are **afraid** to write it down
 - a. If I write it down, the "bad guys" might get it
 - b. I might get in trouble (with my agency/department/DA) for writing it down
 - c. If I write it down, I'm "grandstanding" over my peers
 - d. I'm not an expert, I might be wrong
2. Time, potential authors (typically active law enforcement personnel) don't have the **time** to "write it down."

The biggest concern among prospective authors is: What if the "bad guy" gets it, and uses it against us? This concern stops many potential author from writing, but when examined closely the argument isn't valid. First, it assume criminals will obtain, read, and apply a given book. Second, it assumes that the application of that knowledge will result in negative effects for law enforcement. The larger issue, which is most certainly valid, is whether law enforcement is harmed by **not having access** to the experience and knowledge of their peers. At POLICE TECHNICAL we believe it is more important for law enforcement to have access to information via books, even if it means that knowledge could potentially spread beyond its intended audience.

Writing about the job while "on the job"

POLICE TECHNICAL understands too the issues active law enforcement personnel may face when writing technical materials while being actively employed. At all times, prospective authors should seek authorization from their employers before attempting to publish their work. It has been our experience that by publishing work (even by active law enforcement) authors are highly respected for their effort and frequently supported by their agencies, their supervisors and their peers.

POLICE TECHNICAL is not out to "give away the secrets," but we are most certainly out to codify the body of knowledge for the field of law enforcement, for the betterment of law enforcement, and the betterment of society. Any prospective author wishing to work with POLICE TECHNICAL must understand and share this dedication.

Acquisition Process

POLICE TECHNICAL's acquisition process for author and titles is as follows:

1. Call for Authors
 - a. Limited time windows, based on availability of POLICE TECHNICAL resources
2. Prospective Author Inquiry
 - a. Typically via email or social media, prompted from Call for Authors
3. Receipt of New Author Documentation – ***THIS DOCUMENT***
 - a. POLICE TECHNICAL sends all inquiring authors New Author Documentation
4. Submission of Author's Materials
 - a. Prospective Authors submit completed packages (see page 10)
 - b. **Packages must be complete to be considered for publication**
5. Evaluation Process
 - a. Prospective Authors and submitted materials are evaluated
 - i. Authors with completed manuscripts will be reviewed 1st
 - ii. Authors with partial manuscripts or outlines will be advised for further development
 - b. All submitting Authors will be notified of status
6. Interview
 - a. Highly rated Prospective Authors (with completed manuscripts) are contacted for further communication
 - b. Success at this level will advance candidate to the next level
7. Background Investigation
 - a. A second tier, lead generated background investigation will be conducted on every candidate
 - b. Interviewees are asked to respond to 3 questions:
 - i. What is your relationship to the Authors?
 - ii. What are your thoughts about Authors potential for excellence in this endeavor?
 - iii. Do you have any further information which would be important to this investigation?
 - c. Success at this level will advance candidate to the next level
8. Letter of Agreement (LOA)
 - a. A comprehensive document outlining rights and process
 - b. Once signed and returned to POLICE TECHNICAL, the Author's Work has been accepted for development
 - c. A Letter of Agreement must be signed and returned to continue the development process

Author and Book Development

Once an Author and his/her Work have been selected and a letter of agreement has been signed, these things will happen:

1. Editing
 - a. Formatted (font, spacing, organized) according to a style guide
 - b. Assessed for grammatical errors, overall content organization, and writing style
 - c. Photos, screenshots, tables, and bulleted lists are also formatted and assessed
2. Marketing
 - a. Books will be offered at pre-sale prices once the editing process is completed. The pre-sale period is two weeks.
 - i. During the pre-sale period, a small group may also be contacted to evaluate the book
 - b. Estimated official release dates for each book fall on the first of the month
 - c. A community of over 50,000 people will be contacted via email/phone to notify them of the book's release
 - d. POLICE TECHNICAL will make the book available through its website and its social media channels
3. Printing and Proofs
 - a. Once a book has been edited and cover has been designed, the book will be uploaded to for proofs and printing
 - b. Readers can purchase the book via POLICE TECHNICAL's web page
 - c. POLICE TECHNICAL will make the book available via Amazon.com
4. Sales and Fulfillment
 - a. POLICE TECHNICAL tracks all orders and invoicing
 - b. Fulfillment will be completed from our offices in Indiana.
 - i. Ordered materials are packaged, given tracking numbers, and shipped via the United States Postal Service
5. Royalties and Remuneration
 - a. Authors will receive a royalty of 10-20 percent (10-20%) of the Publisher's gross revenues for copies sold (and paid for) regardless of format, distribution channels, including the original published Work and all derivatives.
 - b. The Publisher will render semi-annual statements of account and payments on or before June 1st for the previous 6 months (December 1st [of the previous calendar year] through May 31st) and on or before December 1st for the previous 6 months (June 1st through November 30th) covering all sales channels (less returns and charge backs).
6. Derivatives
 - a. During the editorial process, we will discuss the creation of the following derivatives to complement your book:
 - i. Video
 - ii. eBook
 - iii. Kindle version
 - iv. Field guide
 - v. Whitepaper
 - vi. Blog Post
 - vii. Software
 - viii. Audio Podcasts

Needed From the Author

What we need from you depends on where you are in the process of writing and publishing. If accepted, we'll guide you through the steps to the next stage. We ask Prospective Authors to classify themselves into one of the following categories:



Idea

At this stage, you have an idea about what you'd like to write, you have the background and the capability, but perhaps have lacked the direction or support to turn your ideas into reality.



Manuscript

At this stage, you have an outline and at least a development manuscript of at least 20-30 single space pages. You may have the entire "book" finished, but it hasn't been edited yet. Either way, it's not ready for press and it hasn't been published.



Published

At this stage, you have a published book, typically on Amazon or other self-published system. If accepted, we might need to re-work your book (from the cover to the interior) to match our standards, or we may simply help you market it to a wider audience.

Prospective Authors will submit the following based on their stage of development:

Idea

- A current resume or curriculum vitae (including name, address, contact info, pertinent experience)
- A short biography
- Statement of your Writing Philosophy (Why you want to write for law enforcement personnel)
- An outline of your book

Manuscript

- A current resume or curriculum vitae (including name, address, contact info, pertinent experience)
- A short biography
- Statement of your Writing Philosophy (Why you want to write for law enforcement personnel)
- An outline of your book

Published

- A current resume or curriculum vitae (including name, address, contact info, pertinent experience)
- A short biography
- Statement of your Writing Philosophy (Why you want to write for law enforcement personnel)
- 1st chapter of book
- Publisher info, location/address (internet address if available online)

Writing for POLICE TECHNICAL

Stylistic Guidelines – What we are looking for

POLICE TECHNICAL is primarily focused on providing technical training books for detective-level law enforcement personnel; books which clearly answer the “how” and “why” questions of investigators and their supervisors. We have chosen to specialize in technical training for law enforcement, but leave the option open for developing closely related titles, as long as they conform to the following guidelines:

- **Original Material**
 - Submitted work must be original (or at the very least, well documented)
- **Seminal Text is preferred**
 - If there are already 5 books on this subject, we are less interested in producing a 6th
- **Technical and Training**
 - We are (typically) looking for technical subjects with a focus on training and investigations (e.g. Cell Phone Investigations)
- **Practical not Philosophical**
 - We want to develop books which answer questions for LE personnel o More along the lines of how do I create an undercover profile on this social media channel than “Why am I here?”
- **No Memoirs**
 - Stories which assist the learner are great o Personal stories are OK o “War stories” are respected, but not right for our audience
- **Non-Fiction Only**
 - There is a market for law enforcement fiction, but not with POLICE TECHNICAL
- **Potential for Derivatives**
 - We want to develop other materials from the original submitted work

If a book is not chosen for further development, it does not mean it is not a good book. It simply means it is not a good book for POLICE TECHNICAL to develop. If you are in doubt about whether or not your materials will meet our stylistic guidelines, please submit your idea or manuscript boldly. If we cannot publish your work, we may guide you in other directions better suited for your material.

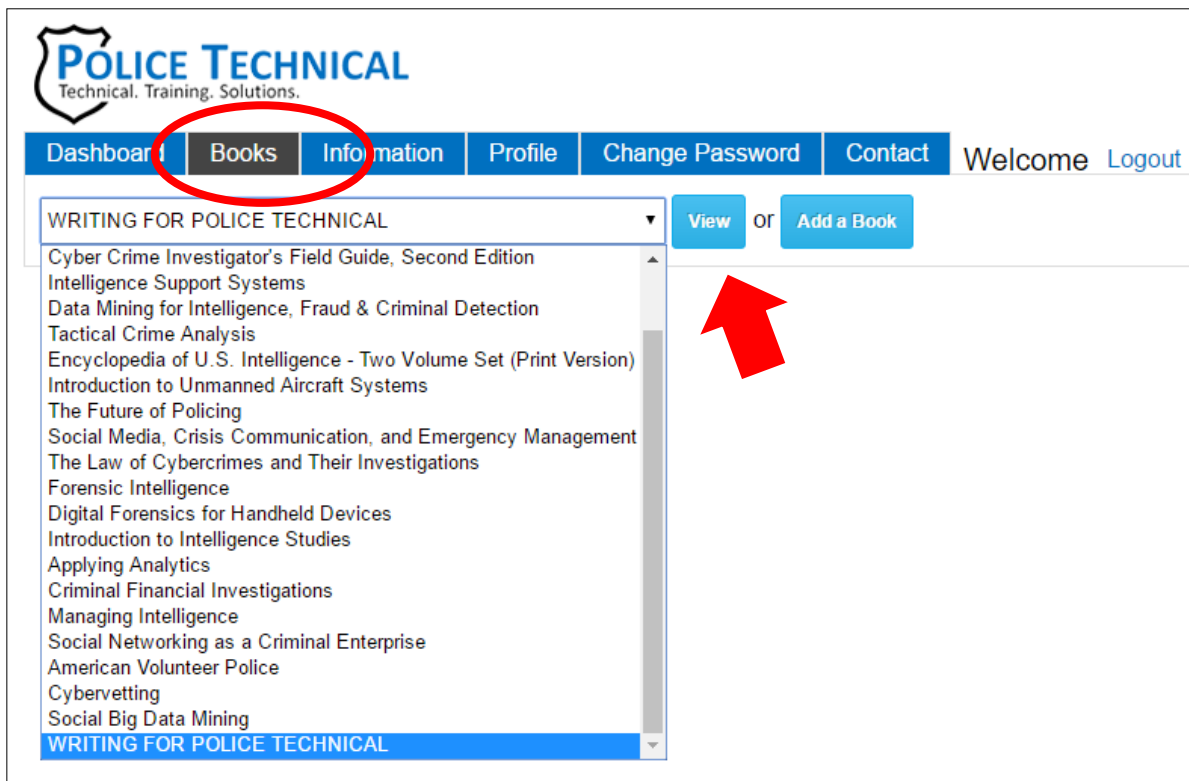
Submission Guidelines – How to submit materials to us

General guidelines:

- All materials should be typed in an editable, Microsoft Word 2010 or higher format. The sample chapter should be single spaced, 12 pt Calibri font. **We cannot accept locked copies or PDFs for evaluation.**
- Please provide a **working title** for your manuscript on a cover page to your sample chapter.
- Margins should be set at the default (1" all around).
- We receive many inquiries and submissions, please allow ample time for sample outline/chapter assessment.
- All inquiries will receive acknowledgement of the receipt of materials and Review Status.

Where to submit:

1. First you must fill out POLICE TECHNICAL's **Become an Author** form at: <https://www.policetechnical.com/become-an-author/>.
 - a. Once you complete the form, you will receive a confirmation email from us, which contains your login information.
2. Login to your new **Author Account** at author.policetechnical.com.
3. Once you are logged in, click on the **Books** tab.
4. Click the **Add a Book** button and complete the form.
 - a. Click Submit Book at the bottom of the form.
 - b. After your **Add a Book** form has been submitted, click on the **Books** tab again
 - i. You can view your proposed book(s) under the drop-down menu. Select your book and then click **View**.



5. You should be directed to **Required Documents**. Based on your book's category and stage of development (see page 8), your requirements will vary.
 - a. **Choose File** under each to find your necessary documents.
 - b. Then, click **Upload**.

The screenshot shows the POLICE TECHNICAL website interface. At the top, there is a navigation menu with links for Dashboard, Books, Information, Profile, Change Password, and Contact. The user is logged in, as indicated by 'Welcome' and 'Logout' links. Below the navigation, there is a 'Return To Books' link. The main content area is titled 'WRITING FOR POLICE TECHNICAL' and shows the user's publication status as 'In Process' and 'Idea/Rough Outline'. The 'Required Documents' section is highlighted, with a note: 'Please upload your required documents in a Microsoft Word 2010 or higher format. We cannot accept locked copies or PDFs for evaluation.' Below this, there are four columns for document uploads: 'Current Resume', 'Short Biography', 'Writing Philosophy', and 'Book Outline'. Each column contains a brief description of the document, a 'Choose File' button (all showing 'No file chosen'), and an 'Upload' button.

From there, POLICE TECHNICAL's editorial staff will review your proposal and submitted documents. Publications Manager Brianne Hofmann will contact you via email or phone with further instructions and comments.

Any questions regarding our submission guidelines or process are directed to Ms. Hofmann at bhofmann@policetechnical.com.