

Bridge-Logos Publishers

Style & Book Production Guide

Compiled by Lloyd Hildebrand, September 2007

Note to Authors and Editors: Please be sure to have a copy of the latest edition of *The Chicago Manual of Style* close by at all times. When editorial questions arise that this guide does not address, this book will give you an accurate final answer. Alternatively, if you don't own a copy of *Chicago*, you may instead purchase *The Christian Writer's Manual of Style* and the small, handy book, *The Little Style Guide to Great Christian Writing and Publishing*. These books (which cost less) follow basic Chicago style and add helpful Christian elements of style. When a style question arises in a manuscript and none of these sources addresses it, consult the Bridge-Logos editor with whom you are working.

Notes to Authors on Manuscript Format, Elements and Preparation

As soon as we've agreed to publish your book, we ask that you please submit a photo, bio, and a synopsis as described here. These items are essential in moving forward with marketing and publicizing your book. We need them even before you submit the final manuscript.

Photo & bio: Please provide us with a professional quality photo in high resolution JPEG format (at least 300 dpi at 5 X 7 size). "Glamour Shots" or photos of similar quality work best. Also, we need a **short bio** (50-75 words) to use in the book as well as in publicity. See the **Sample Author Bios** that appear at the end of this guide.

Synopsis: The synopsis is critically important to us and guides our creation of cover and sales copy. Please follow the **Book Synopsis Form** that appears at the end of this guide. Note that we encourage you to list suggested titles as well as any cover art ideas on your synopsis form.

Manuscript Format: Please present us with a manuscript (MS) that is typed in 12 pt. Times Roman (or New Times Roman), double-spaced with one-inch margins all around. This format results in a word count of approximately 250 words per page. Use only one space after periods or end punctuation (not two). You may use italics to show emphasis where needed. However, do *not* use bold face, all caps or underlining in your running text to show emphasis. Do not use any special formatting like this in your MS as it causes work for our editor and Art Director to undo.

Your MS should be one document. Please do your best to avoid submitting front matter or back matter elements as separate documents later on (e.g., dedication, acknowledgments, etc.).

Endorsements: Endorsements of your book from other well-known authors, ministry leaders or high-profile individuals can help greatly to promote and sell your book. If you know individuals who will provide endorsements when presented with your unedited MS, please obtain these as soon as possible and forward them to your editor with your synopsis and bio material. If you need help or guidance regarding endorsements, speak to your editor.

Book Production

This style guide serves to help you understand the book production process at Bridge-Logos Publishers. It is a tool for editors, writers, cover artists, typesetters, and others. Its goal is to lead us to consistency in all of our books and to help ensure that our books represent excellence in every way. Every publishing house has its own style with regard to matters of capitalization, punctuation and word style. This guide represents the house style of Bridge-Logos Publishers.

Steps in the Production Process

- **Manuscript evaluation.** This is usually done by the Acquisitions Editor and other key people in the Editorial and Marketing Departments.
- **Rewriting.** This is an optional step that may be necessary when we have a good manuscript that needs the help of a competent rewriter.
- **Title and cover concepts** are presented by the Acquisitions Editor (titles) and the Art Director (covers) to the editorial and marketing committee as early in the process as possible because these are needed for publicity and presales. Author reviews cover and title concepts and gives feedback.
- **A final title and cover design*** is selected by the committee and revisions are made. The final cover is submitted to the Marketing Director and Publicist for use in promotion of the book.*
- **Back-cover copy** is written by the editor (using the synopsis) *as soon as possible and before the MS is edited.* The editor also edits/condenses the author's submitted bio. These elements are submitted to the Marketing Director and Publicist immediately for use in promotion of the book.
- **Editing.**** The editor edits the MS with an eye on matters regarding syntax, semantics, grammar, morphology, fact-checking, Scripture verification, and consistency in style with regard to punctuation, capitalization, and spelling. The editor queries the author on areas that need clarification or on any significant questions or changes.
- **Author review** of the edited manuscript. (The edited manuscript is sent to the author for final approval.)
- The author's corrections/changes are reviewed by the editor, and the appropriate ones are incorporated into the manuscript. The edited MS is now sent to the Art Director for layout.
- **Typesetting, formatting, layout design and pagination** are supervised by the Art Director.
- **Proofreading.** (The book, now designed and laid out in final form, is proofread.)
- **Quality control** and final corrections. (This is done by the typesetter and Art Director.)
- Proofreading of the full cover layout and revisions.
- To press we go!

***Note to Authors:** As the publisher, Bridge-Logos reserves the right to choose the final title and cover design for all books. Most publishing houses work this way, using an editorial and marketing committee, because of their knowledge of the market and readers.

**** There are two main kinds of editors: line editors and copy editors.** Line editors are concerned with syntax, semantics, grammar, morphology, fact-checking, theological issues, scriptural exegesis, etc. The copy editor, on the other hand, checks for consistency in style with

regard to matters of punctuation, capitalization, spelling, etc. At this time, a single editor covers both the line and copy editing, but our goal is to have two separate individuals accomplish these two separate aspects, for every pair of eyes that scans a manuscript usually finds corrections that are needed.

Labels and Imprints

At present Bridge-Logos has the following labels and imprints:

- **Bridge-Logos**—Cutting edge, contemporary books that glorify God and meet people's needs.
- **Pure Gold Classics**—Christian classics revised in modern English.
- **Spirit-Filled Classics**—Books with a charismatic/Pentecostal interest that have stood the test of time.

Manuscript Evaluation

When evaluating a manuscript, the following guidelines should be followed:

- Does the book glorify God?
- Is it marketable? How?
- Are the author's thoughts clear and logically developed?
- Is the author's underlying theme clear and well-developed?
- Does the book fulfill its purpose?
- Into what genre does the book fall?
- Is the author's style appropriate? Does he/she avoid "preachiness"?
- Does the author *show* as well as *tell* by using personal illustrations to back up the teaching?
- What is the target audience for this book?
- What marketing concerns are presented by the book?
- Is there anything within the book that is potentially libelous or offensive?
- Are permissions to quote any material needed? (This is particularly necessary when it comes to quotes from poetry, songs, or hymns.)
- Is the book structured for maximum readability? (Often, the insertion of subheadings will help with this.)
- Are there good transitions between sentences, paragraphs, and specific topics?
- Is the language reader friendly? (Any potentially offensive words or phrases related to particular races, genders, Christian religious groups and leaders, the disabled, and so on, should be sensitively revised or deleted.) This also applies to cultural stereotypes and ethnocentric comments about certain languages, cultures, lifestyles, etc.
- Is the author's exegesis of Scripture and explication of facts accurate and appropriate?
- Is the theological orientation generally acceptable to Christians? Can it be supported from the Scriptures?
- Does the author have an active platform that will help his or her book sell?
- Is the tone of the book uplifting, or is it negative?
- Is the language usage personal or formal? We want to avoid "overwriting" at all costs. Shorter chapters, paragraphs, sentences, and words widen our audience and enhance reader appeal.

- Is the book anointed by the Holy Spirit?

Editing

The editor is responsible for correcting, clarifying, and enhancing the author's points without substantially changing the author's style or intent. All editing requires the conforming of the manuscript to our house Word Style, which appears later in this guide.

In addition, the editor should develop a style sheet for each MS noting the consistent style that was established for certain recurring words or terms and their punctuation, capitalization, etc., within that project. A good rule of thumb is, "If you have to look it up [in *The Chicago Manual of Style*, a thesaurus, or a dictionary], write it down on the style sheet, so you will remember it." Include (in alphabetical order) all words that may have been coined by the author, people's names with correct spellings, compound words, hyphenated words, etc. The important thing is accuracy and consistency at all times.

This style sheet should be given to the production coordinator, typesetter, and proofreader, as a guide for them to follow. (It may be important to give it to the author, as well.)

Specific areas that the editor is responsible for:

Prior to beginning his or her work, the editor needs to prepare back cover copy for the book, which will be used by the Marketing Department for presales—to help "pitch" the book in advance.

Back cover copy should never exceed 250 words.

Use the author's Book Synopsis Form provided to you with the MS to help you write the copy.

- Check chapter titles for length, catchiness, and appropriateness. Create new chapter titles, as needed.
- Check subheadings and create new ones, if necessary.
- Check all Scripture quotes and references for accuracy by looking them up and doing a word-for-word scan. Make sure that all Scripture versions are listed with appropriate copyright information on the copyright page. If no copyright page exists in the MS, simply note the Scripture information on your MS style sheet. When beginning your edit, always find out the "default" or principal Bible version the author used (such as NKJV) and then list others as necessary (such as NIV, NASB, etc.).
- Make sure that the author has appropriate documentation and permission for all quotations. When songs and poems are quoted in their entirety, permission is needed. Otherwise, all quotes need appropriate attribution. The author is responsible for obtaining this information or permission, but it is the editor's job to point this out to the author as early as possible in the editing process.
- If anything is potentially libelous or inflammatory, it should be deleted.
- Concerns related to heresy or blasphemy should be addressed through rewriting or deletion.
- The editor is also responsible for preparing a list of suggested words for the index of a Pure Gold Classic. (The index itself is created by the art department during layout.)
- Always strive to retain the author's voice, personality, and style.
- Always have a good, legitimate reason for making a change.
- Be aware of your own strengths and weaknesses. When you need help, ask for it.
- The editor's job is to make the author's meaning clearer, not different.

- If you have to read a sentence twice in order to understand it, something needs to be changed and clarified.

An editor or proofreader should never change anything in a writer's work unless it is absolutely necessary to do so. Absolutely necessary changes would be those that relate to faulty grammar, factual inaccuracies, incorrect language usage, unnecessary repetition, unorthodox theology, etc.

It is important, as editors and proofreaders, to be as objective as possible in our work. We need to put aside all personal theological biases and lend our support to the writer. Ours is a ministry of helps, and what a privilege we have in that capacity. So, when making changes in any copy, keep these things in mind and change only those things that absolutely need to be changed. Any actual rewriting should be submitted to the originator of the material.

Note to Editors of Classics:

The King James Version

You are responsible for checking each Scripture in a classic work to be sure the chapter and verse reference is correct and that the words conform to the KJV. An MS Word document version of the KJV is readily available online and from our in-house editors. If you don't have this document please get it online or ask us for a copy. It is very helpful when checking Scriptures and also copying and pasting the correct words or verses when you need to replace incorrect words. Note that it is our house style to cap certain words (e.g., Heaven) in quoting KJV text, even though the KJV does not cap them. Also, follow the style for quote marks as defined below under **General Editorial Concerns** below, not as the KJV uses them. *See the section on Bridge-Logos Word Style later in this document.*

An important distinction to note: some authors, like Moody, occasionally quote a Scripture loosely or paraphrase. They enclose the words of Scripture in quotes but cite no chapter or verse number and take such liberties as replacing "thou" with "you." Here it is OK to leave the words alone. Do not change such paraphrased quotes by the author.

Rewriting and Ghost Writing

Sometimes it becomes necessary for an editor to do rewriting or ghost writing for particular authors. This is often the case when he or she is dealing with transcripts from oral material. Rewriting is different from editing in several ways. In this case the editor is free to change almost all aspects of the material, but he or she should remember to retain the author's thrust, heart, and personality while doing so. As standard procedure, the rewriter should send a sample chapter to the author for review and approval and keep sending material on a chapter-by-chapter basis.

A ghost writer, on the other hand, will work in close collaboration with the author through interviews, notes, tape transcripts, sermons, etc. In this case the editor is developing the material "from scratch."

Proofreading

The proofreader has a very important job, for he or she is the final check for accuracy and quality control in the book. Thoroughness and consistency are keys to the proofreader's work.

A proofreader must look not only at the material that *is* there but also keep an eye out for what is *not* there but should be (things that are missing). The following are some guidelines for the proofreader to follow:

- First review the entire page proof.
- Carefully check the Table of Contents to be sure it conforms to the chapter titles in the text on a word-for-word basis, and check that each chapter is included.
- Check for front or back matter items that might be missing using the bulleted lists of items below under **General Text Layout**. If you still have questions, ask the editor who assigned you if there is supposed to be a dedication, acknowledgments, a foreword, etc.
- Make sure that the manuscript follows our house style in a consistent manner.
- Check for correct pagination and spacing on every page.
- Sometimes the proofreader will need to collaborate with the editor when he or she finds inconsistencies in style, punctuation, and grammar. The proofreader should be particularly focused on punctuation problems, difficulties with agreement, incomplete sentences, unclear or contradictory statements, factual inaccuracies, lack of documentation/permission for quoted material. *Use the MS style sheet supplied by the editor to check specific items.*
- Always check Scripture quotes and references for accuracy. Remember that nothing within a quote can be altered from its original form, unless one uses brackets to introduce new material.
- Check running heads and look for widows and orphans in the text.
- Check all heads, subheads, captions. Make sure they are worded and spelled correctly.
- Make sure that there is no missing text.
- Watch for incorrect hyphenation and improper use of dashes.
- Correct (or mark) places where:
 1. A subhead is the last item on a page.
 2. Widows and orphans occur.
 3. A line at the bottom of a page is shorter than one inch.
 4. Any lone reference of a Scripture is separated from the verse that appears on a preceding page.
 5. Double hyphens. Also, avoid dash-hyphen combinations.
- Scan the page and heads to be sure the font is consistent throughout.
- Scan the page for correct leading, looking for loose and/or tight lines.
- Read the last line of text on a page to the first line of text on the following page to be sure that it flows properly.

Style Guide for Editors and Proofreaders

Editors should strive to keep on developing their skills and knowledge through reading, practice, and looking things up. Get into the habit of reading well-written, polished material on a regular basis, and stay abreast of current events. Become familiar with historical material, as well, especially as it relates to the Bible and particular topics of authors. Check out editing websites and online sources like *dictionary.com*, which has a thesaurus and translation features, among other helps. Ask questions.

Study the major reference materials:

- *The Chicago Manual of Style*
- *Merriam-Webster's Collegiate Dictionary*
- *Roget's Thesaurus*

Be familiar with all functions and capabilities of Microsoft Word (1998 or newer), especially "comments," which should be used to insert queries and flags to authors as you edit a MS. Be familiar with and comfortable with the editing tracking feature and the endnote/footnote feature.

Edit *every part* of the manuscript you are given, including title pages, copyright page, dedication page, table of contents, running heads, front matter, back matter.

Verify Scriptures quickly and accurately by utilizing websites that are helpful, such as e-Sword, Quickverse, Bible Gateway, and many others.

Research and ask questions. If something seems dubious, check it out. Much of this can be done via the Internet (though this may not always be reliable). It is best to check at least two sources when verifying facts.

We rely on you, our editors and proofreaders, to make sure that our books are as error-free as possible and that they reflect true excellence and good scholarship. Remember, our goal is to produce and publish books that glorify God and change people's lives. Therefore, the content and quality of our books must be above reproach.

General Text Layout

Front Matter

- Half-title Page (book title only)
- Full-title Page (book title, subtitle, author's name, publishing house, city and state of publication)
- Copyright Page (copyright date and owner, publisher info, Scripture versions, ISBN, etc.)
- Dedication Page
- Acknowledgments
- Endorsements (may be located in front or back matter, on back cover, or in both places)
- Epigraph (a quotation that is set at the beginning of a literary work to suggest its theme)
- Table of Contents
- List of Illustrations
- List of Tables
- Foreword (Usually a statement about the book by someone other than the author)

- Preface (The author's own statement about the book, his purpose for writing it, etc.)
- Prologue
- Introduction

Text

- Includes parts, chapters, titles, subtitles, running heads, page numbers, and the text itself.
- Epilogue, Afterword, Conclusion. (No chapter numbers should be assigned to these.)

Back Matter

- Appendix
- Notes
- Glossary
- Bibliography or reference list
- List of contributors
- Index

General Editorial Concerns

Punctuation

- Quotation marks—All periods and commas always go within the quotation marks. Question and exclamation marks should go outside of the quotation marks unless they are a part of the quotation. Colons and semicolons usually go outside of the quotation marks, as well.
- Single quotation marks should never be used as stand-alone punctuation, but only within double quotes in order to designate a quote within a quote.
- If a Scripture is three lines or longer, it should be shown as a block quote. Block quotations are not enclosed in quotation marks, *unless* the block quotation is a passage of dialogue or a statement of someone talking that is actually enclosed in quote marks in the Bible itself (e.g., Jesus talking to someone, or God talking to Moses).
- Parentheses—If a sentence includes a parenthetical element, the ending punctuation goes outside the parenthesis. Example: Choose the right door (the correct one, that is, which is actually the left door). If the text within the parentheses is a complete, separate sentence, the punctuation goes outside. Example: The British people drive on the left side of the road. (They ignore Americans who insist that the right side is the “right side” to drive on.)
- Brackets—When inserting a bracketed item, the existing punctuation follows the brackets.
- Punctuation with italics or bold-face type. Punctuation marks should be in italics/bold if the word or symbol that immediately precedes them is italic/bold.

(Example: “Did you mean to use the word *bear* or *bare*? (The question mark in this case is italicized.) The punctuation that follows an italicized title, but is not part of the title, should not be italic/bold. (Example: Have you ever read *Alice’s Adventures in Wonderland*? (The question mark, in this case, is not italicized.) However, in the following example it is: Have you ever seen the movie *What About Bob?* (Here you do italicize the question mark because it is part of the title.)

- Ellipses—Ellipses are used to show deleted material; they are not used to show a break in one’s thoughts or wording. When an ellipsis ends a sentence, use a period or other punctuation mark to show that the sentence has ended. In the case of a period with an ellipsis, therefore, there should be four dots, not just three. Please put one space between each dot.
- Commas in a series—use a comma before the conjunction when you have a list or words in a series. Example: Is your favorite color orange, green, or red?
- Italics versus quotation marks—Always italicize titles of movies, books, newspapers, periodicals, poetry collections, operas, names of ships, paintings, sculptures, and other major works. Use quotation marks with titles of TV episodes, newspaper articles, songs, and short poems.
- Do not use double hyphens when a long dash is called for. Long dashes are to be run-in. That is, there should be *no space on either side of the dash*. In MS Word, when you type a word, then two hyphens, and follow it with another word, as soon as you continue typing and hit the space bar, it turns the two hyphens into a proper, run-in long dash. *If you are editing, please correct any uses of two hyphens so that they become a run-in long dash.*

General Matters Related to Capitalization

- All titles and subheads should be shown with upper and lowercase letters. Words of four letters or more should be capitalized, such as “From,” “Into,” etc., even though they are prepositions.
- When a word in a title is a compound word and connected with a hyphen, the first word is uppercased. The second word is lowercased. (Example: Twentieth-century man.)
- Capitalize the following if they appear in the text:
 1. The Body of Christ (in reference to the universal Church)
 2. The Kingdom of God, but not the kingdom
 3. Heaven
 4. The Scriptures, the Word of God, God’s Word, the Bible, etc.
 5. A Scripture (when it refers to a single verse)
 6. He, Him, His, himself in reference to deity. (Please note that you do not capitalize “himself” in this case because it is a reflexive pronoun that always refers back to an antecedent.)
 7. The Gospel of Jesus Christ, the Gospel of Matthew, Mark, Luke, and John, but not the gospel message, etc.
 8. The Church (when referring to the universal Church of Jesus Christ)
 9. Lowercase satan, Lucifer, the antichrist, and related names to show our dislike of them.
 10. Capitalize “book” when it refers to the Book of John, but not when saying, “this book of the Bible.”
 11. The Apostle Paul, John, Peter, etc.
 12. The Prophet Isaiah, Ezekiel, Amos, etc.
 13. The word “biblical” should be lowercased.
 14. The word “Gentile” should be uppercased.
 15. The word “godly” should be lowercased.
 16. The word “chapter” should be uppercased in the following situation: “Chapter 5 of this book,” but it should be lowercased in this situation: “Acts chapter 11.” (The preference here would be to simply say, “Acts 11.”)
 17. Use small caps for a.m./p.m.; b.c. (this should be placed after the date); a.d. (This should precede the date, as in “a.d. 900.”)
 18. Old/New Covenant in reference to the Old and New Testaments.
 19. “Sabbath” should be capitalized in reference to the first day of the week.
 20. “Sabbath” should be lowercased in reference to a rest.
 21. Capitalize “Mom,” “Dad,” “Mother,” “Father” in conjunction with the name or in direct address. However, these words should be lowercased when generally discussed or when they appear in the third person. Examples: “Mom, Dad want to know if you can go with him to. . . .” “Our mom and dad went for a drive.”

Bridge-Logos Word Style

Please note: In an effort to be sure that we maintain consistency in style with regard to capitalizations, punctuation, spelling, and other matters we have prepared this alphabetical word style guide to help authors, editors, and proofreaders.

The guidelines regarding lowercase letters do not apply to words that appear at the beginning of sentences. As a general rule, it's best to capitalize only when necessary. Using all caps in a word or sentence is done in rare cases, if ever. *Italics are the proper way to show emphasis.*

Always be careful to avoid parochial and national references that assume all readers of the book are from America and understand American ways and expressions. However, do conform all spelling to American spellings, because in most cases the books are printed in the United States.

ABCD

Acknowledgments, *not* acknowledgements.

A.D.—Refers to “the year of our Lord” and should be in front of the year, as in “A.D. 2005.”

adversary—Lowercase.

all-powerful—Hyphenate as an adjective.

all-knowing—Hyphenate as an adjective.

all right, *not* alright.

Almighty—Cap when referring to God; lowercase at other times.

and/or—Do not use this form (with a slash); instead, simply say “or.” Rarely use the slash mark, if at all.

antichrist—One word, no hyphen, lowercase.

apostle—Cap in all the following usages: the Apostle to the Gentiles, the Apostle Paul, Peter, etc., the Beloved Apostle, and John the Apostle.

Ark—cap when referring to the Ark of the Covenant, but not when referring to Noah’s ark.

Ascension—Cap it when it refers to the Ascension of Jesus Christ, but otherwise lowercase.

Atonement—Cap it when it refers to the Atonement of Jesus Christ, but otherwise lowercase.

baptism—Always lowercase, even when referring to the baptism in (or of) the Holy Spirit.

B.C.—Stands for “before Christ,” and should appear after the designated year, as 1500 B.C.

believer(s)—Always lowercase.

Bible—Always capped in reference to the Word of God.

biblical—Always lowercase.

black—do not use as a term to describe African-Americans. Instead say “African-American.” However, it is preferable to make no reference to a person’s race.

Body of Christ—Capitalize when referring to the universal Church of Jesus Christ, as the Body of Christ.

Book—Capitalize the books of the Bible, as follows: the Book of Genesis, the Book of the Revelation, etc.

born-again—Hyphenate when used as an adjective, as in “He is a born-again believer.”

born again—No hyphen when used as a verb, as in “He was born again.”

Church—Capitalize when referring to the universal Church of Jesus Christ. Also capitalize it in reference to a specific church, as in the First Church of Christ Scientist or the Roman Catholic Church. At all other times it should be lowercased, as in “I went to church this past Sunday.”

communion—Lowercase in most usages, unless referring to a specific sacrament, as follows: “We took Holy Communion on Sunday.”

Creator—In reference to God the word “Creator” should always be capitalized. Otherwise lowercase.

cripple, crippled—Use the word “handicapped” instead.

Cross—Capitalize this word when you are referring to the Cross of Jesus Christ. Otherwise lowercase.

deity—Always lowercase.

devil—Always lowercase.

disabled—*see note above for “cripple, crippled.”*

divine, divinity—Always lowercase.

drop-off—Be sure to hyphenate this word when you are referring to a steep or abrupt downward slope. However, do not hyphenate it as a verb, as in “He will drop off the package tomorrow.”

EFGH

Earth—Capitalize in reference to the planet. Even the phrase “the Earth” should be capitalized. In this way we distinguish the planet from the soil of the planet, which is sometimes simply called “earth” and should be lowercased.

email—Spell as one word.

eternal, eternity—Lowercase at all times.

Eucharist—Capitalize in all situations, including “the Eucharist,” “Holy Eucharist,” etc.

Fall—Capitalize in reference to the Fall of mankind, which took place in the Garden of Eden, but should be lowercased when referring to the season of the year (autumn).

Father—Capitalize when referring to God as “Father,” “heavenly Father,” “our Father,” and when used as a title, as in “Father McCoy.” Lowercase it when referring to an earthly father.

fellow man—It’s best not to use this term at all, because of its masculine connotation. If it must be used, however, do not hyphenate it. (“Fellow human being” is preferable to “fellow man.”)

Garden—Should be capitalized when referring to the Garden of Eden or the Garden of Gethsemane. (Examples: “Jesus wept in the Garden.” “Adam and Eve were evicted from the Garden.”)

gay, gays—Use the terms “homosexual, homosexuals.” These terms apply to lesbians, as well.

God—Capitalize in reference to the Creator; lowercase in reference to all other “gods.”

godly—Always lowercase unless it begins a sentence.

Good Samaritan—Capitalize as a reference to a Bible character, but not as a generic person who does a good deed. (In the latter case it should be written as follows: “A good Samaritan stopped to help the motorcyclist after the crash.”)

gospel, gospels—Capitalize the word “gospel” when it is used as follows: “The Gospel of Jesus Christ,” “the Gospel of Matthew, Mark, Luke, and John.” Lowercase both words in all other contexts. Do not capitalize “the gospels,” as a reference to the first four books of the New Testament.

Hades—Rarely used in our books, but it should be capitalized when used.

Heaven—Capitalize this term in reference to the place of God’s abode.

hell—Do not capitalize this word unless it begins a sentence.

He, Him, His, himself—Capitalize these personal pronouns in reference to God. However, do not capitalize “himself” in reference to deity, because the antecedent makes it clear that it refers to God.

JKL

judgment, *not* judgement—The word “judgment” should be capitalized only when it is used in the following way: “the Judgment of God,” but not “the judgment” or “His judgment.”

king—Capitalize it when it refers to God or Jesus as King. Jesus is “the King of kings.” (Please note that the second “king” in this case is not capitalized.)

kingdom—Lowercase, unless you are specifying “the Kingdom of God” or the “Kingdom of Heaven.”

Law—Capitalize this when it refers to the Law of God and is preceded by the article *the*, as in “The Law declares...” Do not capitalize it when it refers to human laws, as in “The law is after him.” Do not capitalize it when it’s used as follows: “God’s law states...”

lifestyle—One word. Do not hyphenate.

Lord—Capitalize this term in reference to deity, as “The Lord is almighty.” In reference to Jesus Christ employ the following usage: “The Lord of lords.” (Please note that “lords” is lowercased.) The use of the word “lord” in reference to a human being is capitalized only when it is used as a title, as in “Lord Percy said...” However, “The lord of the manor was ill.”

lordship—Capitalize in reference to the Lordship of Jesus Christ. In all other cases, it should be lowercased, as in “Your lordship, may I please speak?”

lucifer—Even though it violates grammatical rules, please lowercase this name for satan, so as not to give him the honor of capitalization.

MNOP

mankind—Instead, whenever possible, use “humanity,” “human beings,” etc.

master—Capitalize this word only when it refers to Jesus Christ, who is the Master.

me, my, mine—Lowercase these personal pronouns even when they refer to deity.

Millennium, the—Capitalize when referring to the 1,000 years of Christ's reign on earth.

mother, mom, mama, father, dad, daddy, uncle, aunt—Lowercase these familial terms in most usages, except when they precede a name, as in “Uncle John,” “Mother Theresa,” etc.

Native American—Use Native American Indian or American Indian.

Old Testament/Old Covenant—Both should be capitalized.

one—Lowercase even when referring to deity.

online—Spell as one word.

paradise—no need to cap in any context.

Pharisees—Always capitalize, but “pharisaical” should be lowercased.

Promised Land, the—Always capped.

Psalmist, the—Always cap.

Prodigal Son, the—Always cap.

Prodigal—Capitalize only when referring to the Prodigal Son, as in “The Prodigal returned to his father.”

QRST

Redeemer, the—Cap when referring to Jesus Christ, but not when referring to “kinsman-redeemer.”

Revelation, the—The proper reference to this book of the Bible is “The Book of the Revelation” or “The Book of the Revelation of Saint John,” but not “Revelations” or “the Book of Revelation.”

Resurrection, the—Capitalize this word when it refers to the Resurrection of Jesus Christ, but not when it refers to the other resurrections.

saint—Lowercase unless it is a title given to a specific saint, such as “Saint John.”

satan—Lowercase, even though this is a violation of grammatical rules. Capitalize only at the beginning of a sentence.

scribes—Always lowercase, even when referring to the scribes referred to in the New Testament.

Scripture, Scriptures, scriptural—Capitalize “Scripture” and “the Scriptures” always, but never capitalize the adjective “scriptural.”

Sermon on the Mount, the—Always capitalize.

Temple, the—Capitalize in reference to the two successive temples in ancient Jerusalem, or in reference to a specific temple, such as “The Temple of Divine Praise.” Otherwise lowercase.

throne—Lowercase, even when referring to the throne of God.

Transfiguration, the—Always capitalized when preceded with the article “the.”

tribulation—Lowercase, except when referring to the Tribulation, an eschatological era.

UVWXYZ

Vine, the—Capitalize in reference to Jesus Christ, who is known as “the true Vine.” Otherwise lowercase.

website—Spell as one word.

who, whom, whose—Lowercase even when referring to deity.

who’d—Instead of using this contraction, please change to “who would,” or “who had.”

Word—Always cap the word “Word” when it refers to the Bible, as in “God’s Word,” “the Word of God,” “the Word.”

worshiped, *not* worshipped

you, your, yours, yourself—Lowercase, even when referring to deity in a prayer.

Other Style Matters

Spell out books of the Bible in all cases (even within parentheses). Do not abbreviate.

Do not use clichés. If they must be used, do not put quotation marks around them.

Use contractions sparingly, but always use them when the writing would appear too formal or stiff otherwise.

Use exclamation marks only when they are the necessary mark of punctuation after a true exclamation, such as “Hallelujah!”

Hyphenate “fellow-worker” and “co-worker.” Use hyphens for most compound adjectives.

Use a colon to introduce indented material and block quotes.

Always set quoted poetry in its original format.

Do not use quotation marks to emphasize words. Use italics instead.

Avoid overuse of italics to show emphasis. *Never use bold face or underlining in running text!*

Set subheads flush left, hitting two returns of line space above the subhead and just one return of line space beneath.

Particular Terms

Although/while—*although* shows a comparison; *while* has the connotation of time.

Anxious/eager—Use the word *anxious* to mean “nervous” and the word *eager* to mean “excited.”

Because/since—*Because* indicates direct cause and effect. Do not separate it from the sentence with a comma. *Since* indicates lapses of time or indirect cause and effect. Be sure to use a comma before *since* when it refers to an indirect clause.

Compliment/complement—To *compliment* is to express high regard for someone; to *complement* is to give a sense of completeness.

Insure/ensure/assure—*Insure* refers to insurance. *Ensure* means to guarantee. (It always takes a direct object.) *Assure* is an active verb. (You assure someone of something.) It does not take a direct object.

Principal/principle—*principal* deals with position, as first in rank, authority, etc. *Principle*, on the other hand, refers to the “ultimate source, origin, or cause” of a thing; it also refers to a fundamental truth or law; a rule.

That/which—*That* begins an essential or restrictive clause. *Which* begins a nonessential or nonrestrictive clause. A nonrestrictive clause can be deleted without changing the meaning of a sentence. It is set off from the rest of the sentence by commas, as the following examples show:

The house that Jack built has been condemned.

The house, which Jack built, has been condemned.

Which/who—*who* refers to a person; *which* never refers to a person.

Inclusive language—Do not use “him/her,” “he/she,” and “his/her.” Replace such usages with “him or her,” “he or she,” and “his or her,” when necessary. Whenever possible, find generic terms, such as “one.” Sometimes it is even acceptable to use a plural pronoun, such as “they” or “them” even though they don’t agree with the subject. Also, be sure to use the following terms in order to avoid gender bias: mail carrier instead of mailman (also, letter carrier, postal worker are

acceptable); Police officer instead of policeman; flight attendant instead of steward or stewardess; server instead of waiter or waitress.

Treatment of Scripture

Scripture in Running Text:

- A period follows the Scripture reference when the quote ends with an ellipsis or a period. Example: “For God so love the world . . .” (John 3:16).
- When the sentence itself poses a question, the question mark follows the reference: “Don’t you know that Jesus said, ‘I am the way’ (John 14:6)?”
- When the sentence itself is an exclamation, the exclamation point follows the reference: “The Lord’s words, ‘that they may be one, even as We are one,’ amaze me (John 17:22)!”
- When a Scripture quote in running text ends in either a question mark or an exclamation point, include that mark inside the closing quotation mark, and insert a period after the parenthetical Scripture reference. Please do not allow a “hanging reference”—one that has no punctuation after it—for running-text Scriptures: “What? Know ye not . . . ye are not your own?” (1 Corinthians 6:19).
- Running-text Scripture quoted within a sentence: When the Scripture quote is included in a sentence, both the question mark (or exclamation point) and the final punctuation of the sentence are retained, as in the following example: “I just memorized the verse that says, ‘What? Know ye not . . . ye are not your own?’ (1 Corinthians 6:19).”
- When the word “see” is used with a reference, it is capitalized if it begins a sentence, as in (See John 8:2.) Be sure to put a period at the end of that sentence.

Appropriate abbreviations for Bible versions are as follows:

- King James Version—KJV
- New International Version—NIV
- New King James Version—NKJV
- New American Standard Bible—NASB
- New Living Translation—NLT
- The Amplified Bible—AMP
- The Living Bible—TLB
- The Message—MSG

Numerals

Spell out all numbers from 1-100. Use numerals for numbers above 100.

Chapter numbers can be either numerals or spelled out, as long as the style remains consistent throughout the book.

Sentences should never begin with a numeral.

Use numbers with dates, times, height, weight, temperature, scores, percentages, page numbers, and room numbers.

Sample Author Bios

Thom Gardner has ministered as a Bible teacher and pastor since 1986 and is now President of Grace and Truth Fellowship, Inc., in Fayetteville, PA, a ministry dedicated to healing wounded hearts. Thom also directs the restoration ministry at Christ Community Church in Camp Hill, PA. He travels and teaches seminars to equip and encourage the body of Christ in inner healing prayer.

Donna Kafer is Chaplain for the Arizona State Legislature. She is also President & Founder of Leadership Challenge of Arizona, a nonprofit organization that provides funding for a variety of ministry opportunities. Donna travels throughout the U.S. as part of the Daughters of Destiny Network, encouraging women and sharing the saving grace of Jesus Christ. She and her husband and daughter live in Peoria, Arizona.

Michele “Shell” Washam is the founder of Just4Ladies.com Marriage Restoration Ministry and the author of the 7-step workshop *A Course in Heartbreak*, which she teaches locally and online. She lives in Tennessee with her husband and three children.

James L. (Jim) Lowe, Jr. was called in 1988 to pastor The Guiding Light Church in Birmingham, Alabama, a newly organized, 15-member congregation. Today the steadily growing congregation exceeds 3,500. A powerfully anointed Bible teacher and visionary pastor, he was ordained Bishop in 2003 by the International Communion of Charismatic Churches. His television ministry, “Word of Truth,” broadcasts locally each week on FOX-TV network.

Book Synopsis Form

While it may be a challenge to answer these questions, please realize that this information is critical to us as we work to market, publicize, and sell your book. Most of the time we have only mere minutes or a very small space in which to “pitch” or sell your book to stores, distributors or media. Being able to describe the book quickly and in a few words is crucial. *Please copy and paste this form into an email, adding your responses, and return it to our Acquisitions Editor, copying our Marketing Director and Publicist*

Please give us a five-sentence (or five bullet-point), cohesive description of your book. Pretend you were just introduced to the manager of a large bookstore chain. You only have a minute to get her attention and get her interested in your book.

Tell us in 1-2 sentences how readers will benefit from your book.

Tell us in 1-2 sentences why a bookstore should carry your book. Also tell us the category where they would display it or shelve it.

Describe one or two features that make your book timely (or of interest to today’s readers).

Give three ways that your book differs from others of its type/category that are on the market:

Give us three reasons why a magazine or newspaper should want to review your book:

In some cases, it’s not the book so much as the author’s dramatic personal story that will get media attention. If your personal testimony, your ministry or professional background, or the issues themselves (covered in or related to your book) make a great story angle for a newspaper, magazine, or radio/TV show, explain how or why in a few sentences here.

Give us a short outline of the format and content by listing each chapter with one sentence on the chapter's main focus. If the book has special features, please list those in order (e.g., an introduction, a journaling component, helpful appendixes, etc.)

Suggested Titles

Please list your top 10 suggested titles (with any subtitles added) for your book:

Cover Art Ideas

Please list any ideas you have for cover art or cover concepts here. If any explanation is needed, please add it.