

The background of the slide is a light pink color with a dense, scattered pattern of small, darker pink hearts of various sizes. The hearts are more concentrated in the center and fade slightly towards the edges.

Cupid's Arrow Publishing

Romance Writers of America

July 19, 2025

Agenda

- About Cupid's Arrow Publishing
- Meet Our Team
- Goals – What We Are Looking For
- What We Are Currently Accepting
- The Submission Process
- The Publication process
- Small Publishing vs. Traditional vs. Self-Publishing
- Measuring your Success
- Small Publishing in a Big Universe
- FAQ
- Contacting Us

About Cupid's Arrow Publishing

Cupid's Arrow Publishing is new; it is part of a small publishing company that has now been in business for 10 years.

Cupid's Arrow Publishing is focused on romantic tales of love and relationships, managed by members of the publishing teams that brought you Paper Angel Press, Water Dragon Publishing, Unruly Voices, and Graveside Press.

Meet Our Team

Steven Radecki

- Publisher
- Author
- Executive Producer

September Radecki

- Chief Editor

Melissa M. Buhl

- Acquisitions Editor
- On-Site Events Coordinator
- Author

Lisa Jacob

- Assistant Editor
- Author

My Story

How I became part of Cupid's Arrow Publishing

- Right place at the right time
- Discussions of opening Cupid's Arrow Publishing
- Needs for the imprint
- Discussion of my background skills, and most read content
- Offer to help and be involved in the imprint
- Immediate acceptance into the acquiring editor role
- Learning as I go, on the job training

What we are looking for in a story

- Interesting, engaging and memorable romances with happily-ever after endings
- Quality submissions, edited, and proofed
- Spelling and grammar checks
- Full story components: storyline with a beginning, middle, and end
- Romantic parties alive at the end, or in the same plane of existence
- We love all the romance tropes, bring them on

What we are currently accepting

**All romance stories. In all spice levels
(except hardcore erotica)**

- Novels
- Novellas
- Short Stories (Dalliances)
- Stories for our themed Anthologies

Anthologies currently open for submission

- General Dalliances (any theme)
- *Good Sports* – sports themed
- *For the Uniform* – military, fire, police, doctor, etc.
- *Second Chances* (through July)
- *Swashes and Buckles*: romance on the open sea

Word Counts

- Novel: 40,000+ words
- Novella: 20,000 – 40,000 words
- Short Story: less than 20,000 words
 - Short Story... Anthology -5000 to 6000 words
 - Standalone top out at 16,000 words

Spice Levels

- Low Heat – Hallmark level 
- Medium Heat – A little spice 
- Hot & Spicy 

The Submissions Process

Process

1. Author submits story
cupidsarrowpublishing.com/submissions
2. Acquisitions editor(s) evaluate and rate stories:
 - Yes
 - Maybe (with changes)
 - No
- Author is informed of decision
- If accepted ... a lot of things happen

Why Does a Story Receive a “No”?

- Poorly formatted
- Poorly edited or proofed
- For anthologies: off-theme
- Does not follow a romance structure
- Has non-consensual content
- Adult activities with characters under 18
- Assault of any kind
- We do not accept anything AI-generated

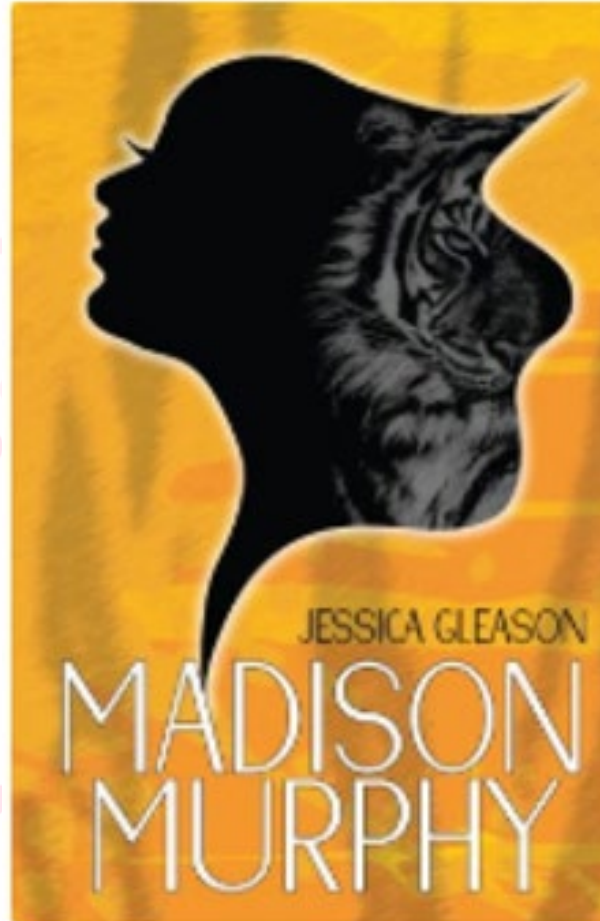
The Publishing Process

1. Publisher offers to publish book
2. Negotiate and sign contract
3. Book cover development
4. Author receives editorial changes for their manuscript
5. Author receives proofs for review and final corrections
6. Book is published

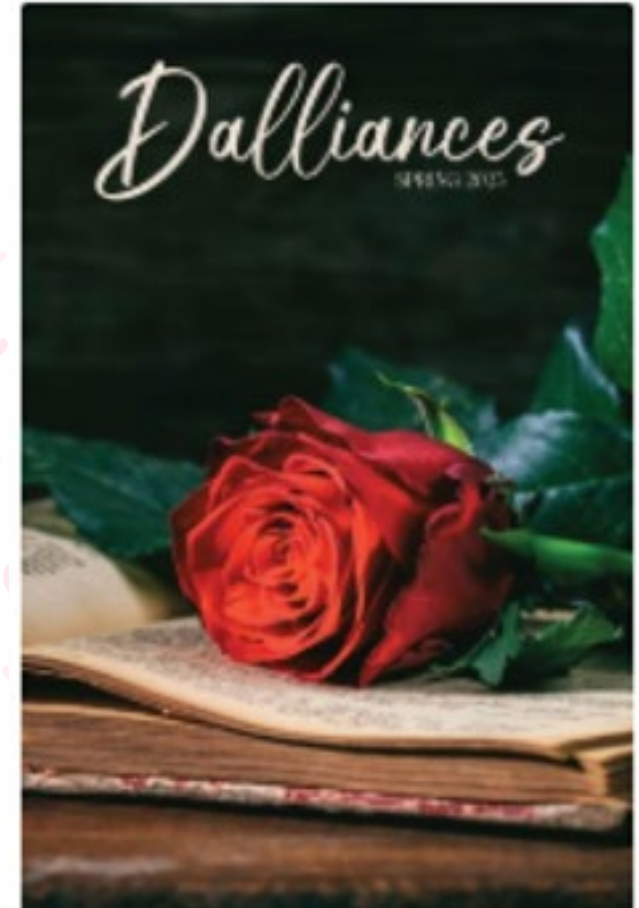
Current Titles / Covers



Science Fiction Romance



Paranormal Romance



Romance Anthology

What is Small Publishing?

Small Publishing is ...

- Also known as “independent publishing” (not connected to one of the large publishing corporations)
- Publishing by a small organization
- Self-publishing
- Faster to get book published

Small Publishing ...

- Nimble
- Direct/ Personal access to publishing team.
- Community
- Not going to get rich, but your book will be published and available to be read and enjoyed

Traditional Publishing vs. Small Publishing

Traditional Publishing

- “Big 5” Publishing (corporations)
- Agent-driven
- Pays advances against future royalties
- Agent receives % of advance and earnings
- Long lead times (years)

Small Publishing

- Small organizations and teams
- Small budgets
- Rarely pays advances, but tends to pay much higher royalty share
- Accepts direct submissions by authors
- Turnaround time between submission and publication can be very fast (months)

Small Publishing vs. Self-Publishing

Small Publishing

- Variable creative control
- No (or few) costs to Author
- Benefit of ongoing support from the publisher and its author network
- Author receives share of sales profits
- Publisher manages all accounting and issues annual 1099-MISC to author

Self-Publishing

- Full creative control
- Author covers *all* costs
- Responsible for all marketing and promotions, including events, networking, etc..
- Author receives all sales revenue
- Author manages all accounting

Measuring Your Success

What are Your Personal Goals?

- “I had a book published!”
- Building a legacy for your family
- To become better known in your writing communities–local or worldwide
- Being identified as “a writer”
- See your book on a shelf at a bookstore

What are Your Business Goals?

- Number of book sales
- Amount of money earned
- Number of titles published

Small Publishing in a Big Universe

What Is It?

- A way to assist independent authors and publishers to promote and sell their work.
- The podcast provides interviews and discussions regarding writing and publishing topics.
- Authors who self publish, or work with other small publishers can rent space on our table during events, allowing your books to be at events you are not attending.
- Podcast
 - *spbu-podcast.com*
- Marketplace
 - *spbu-marketplace.com*
- Resources
 - *spbu-publishing.com/resources*
- Contact
 - *spbupodcast@gmail.com*
 - *spbumarketplace@gmail.com*

FAQ

- Will you take a story that has been self-published?
 - A. Yes, if you own the rights.
- Will you take a story if it has been published elsewhere?
 - A. Yes, if you own the rights.
- Do you take simultaneous submissions?
 - A. Not at this time.
- Does the author get any input into the cover art?
 - A. Yes, as soon as the story is accepted you will get a questionnaire.
- Advertising/promotion?
 - A. We promote on all the social media. Newsletters promote current new releases, and later newsletters will have reminders in the you may also enjoy section.
 - Books will appear in the general events we attend in places you are unable to be, and places you would not expect. There are cross overs.
- For Author local events.
 - We support the author. We can provide signage, tablecloths, stands, etc.

FAQ continued

- How are books available?
 - Digital, Trade Paperback, and Hardcover
 - Cupid's Arrow Publishing does not produce books in audiobook format.
- Other Available imprints from our publication house:
 - Paper Angel Press – General fiction, historical fiction, mystery
 - Water Dragon Publishing – Science Fiction, Fantasy
 - Graveside Press – Horror
 - Unruly Voices – Poetry, Memoirs, Journals, Self Improvement
- Submission response
 - Try to acknowledge receipt of manuscript within 72 hours
 - Contact within 90-days to advise if interested in working with you to publish your book

Contact Us

- Cupid's Arrow Publishing (romance)
cupidsarrowpublishing.com
- Paper Angel Press (general fiction)
paperangelpress.com
- Unruly Voices (memoirs and poetry)
unrulyvoices.com
- Water Dragon Publishing (speculative)
waterdragonpublishing.com
- Graveside Press (horror)
graveside-press.com
- Small Publishing in a Big Universe
spbu-podcast.com
- Email
 - *publishing@cupidsarrowpublishing.com*
 - *submissions@cupidsarrowpublishing.com*
 - *spbupodcast@gmail.com*
- Social Media
 - Facebook
 - Instagram
 - Bluesky
- Presentations available here:
 - *cupidsarrowpublishing.com/resources*
 - *spbu-publishing.com/resources*