



divine flow
PUBLISHING CO.



VIP Publishing Guide

UPDATED JANUARY 2026

About Divine Flow

If you're here to uplift, inspire, and help others remember who they really are, you're in the right place. We're the go-to publisher for spiritual entrepreneurs in the Now Age.



Founded in 2024, Divine Flow Publishing Co. is a boutique publishing house created to serve spiritual entrepreneurs with a powerful mission to help humanity grow and evolve.

We believe your book is more than just a product. It's a *sacred offering*.

That's why we focus on quality over quantity, carefully selecting a small handful of titles to publish each year, so every author receives the devoted attention, creative support, and energetic alignment their book deserves from our publishing dream team.

At Divine Flow Publishing Co., we honor your intuition and trust your vision. We're here to **guide and support you through every stage of the publishing journey**, while preserving your creative freedom every step of the way.

All you need to do is show up to write and then share your book—we'll help you handle the rest.

We publish beautifully designed books written by spiritual entrepreneurs who are raising the vibration of the planet.

We're primarily looking for books on spiritual, new age topics including:

Intuitive development, energy work, channeling, spirit guides, the spirit world, reincarnation, starseeds, spiritual money / business, tarot, astrology, numerology, human design, animal communication, angels, ascended masters, chakras, yoga, kundalini, herbalism, holistic health and wellbeing, feng shui, new age science & psychology, creativity, self-love, self-care, soul mission, mindfulness, the divine feminine, or contemporary fiction that features these fascinating subjects... just to name a few ideas!

Our books feature rich personal stories where it's easy to get to know, relate to, and trust the author.

We love it when you can share your useful and practical wisdom with your ideal readers with vulnerability and humility in a confident yet casual and contemporary tone.

Just by being your true self, your words, thoughts, and stories have the power to transform the world!

Meet the Team

Soul nice to meet you! We are professionals in the publishing industry who have all come together to help create a magical publishing experience for your meaningful book.



NATALIE WALSTEIN ✦ **FOUNDER & PUBLISHING GUIDE**

Natalie walks beside you through every step of the publishing journey, combining intuitive publishing guidance with meaningful marketing strategy support and loving pep talks to help you become the confident author you were meant to be.



CHARLOTTE CHIPPERFIELD ✦ **EDITORIAL LEAD**

Charlotte helps you shape your vision & refine your ideas into a polished manuscript that reflects your true voice and allows your ideal reader to become deeply engaged in your message without distracting from your primary mission.



JENNIFER BIRGE ✦ **COVER DESIGN & BOOK PHOTOGRAPHY**

Jennifer creates intuitive, eye-catching cover designs that capture the energetic spirit of your book, allowing your soul's work to shine in a way that feels authentically you, and more vibrantly than you ever imagined.



KELSEY ROENAU ✦ **LAYOUT DESIGN & ADMIN SUPPORT**

Kelsey's creative designs and behind-the-scenes support make the publishing journey easier and more beautiful, helping our authors feel cared for every step of the way.



ISABELLE KNIGHT ✦ **MEDIA & PUBLICITY**

With years of experience promoting top names (including the queen of book magic, J.K. Rowling herself!), Isabelle's trainings help you build your author brand and get your book discovered on bigger media platforms.

Our Core Values

Flow

Working in alignment with soul magic and harnessing our intuition to create from the heart

trust

Trusting in divine timing to allow inspiration to flow through and the universe to line up everything perfectly according to a greater plan

honor

Honoring our authors' creativity and unique soul expression by fully supporting their needs

integrity

Advocating for our authors and guiding them in the direction of what is truly best for them and their book

transparency

Being upfront and honest about the process and what is really happening all along the way

Editorial Guidelines

WHAT WE'RE LOOKING FOR:

- **STORY-BASED:** Books where you share your story as you share tips, tools, and lessons focused on what your ideal reader most wants to know. If it's a fictional story, it weaves in key lessons symbolically.
- **AUTHENTIC VOICE:** Similar to the allure of “people watching”, the reader becomes just as interested in *your* journey and unique point of view (*or your characters' or case studies' journeys*) as they are in the subject itself to build a deeper sense of trust.
- **READER-CENTRIC:** Each story you share is linked to a key lesson or takeaway that is most important to your reader's understanding of the book's subject. It's your story told in a way that's truly all about helping & inspiring *them*.
- **HELPING AS A FRIEND, NOT A GURU:** Writing in a conversational tone as if you're talking to a friend, and sharing with humility, vulnerability, honesty, and integrity about your experiences while still exuding a strong sense of confidence in your subject and mission.
- **GENEROSITY OF GIVING:** Your book is a generous offering of your life's work - not a fluff-filled marketing ploy that is used primarily to sell your offerings. You can still weave your offerings in, but the book's main purpose is to help the people of Earth specifically overcome a challenge or satisfy a curiosity.
- **COLLABORATIVE SPIRIT:** An openness to consider constructive edits, revisions, and beta reader feedback while still staying true to your voice, vision, mission, and creative intention along the way.



Your VIP Publishing Journey

HERE'S HOW IT WORKS:

Your book has its own timing, and we love honoring that. While we'll aim to publish your book within 6-12 months of receiving your manuscript, you can take your time to move through the 5 stages of publishing at whatever speed works best for you.

STAGE 1: CLARIFYING YOUR BOOK IDEA

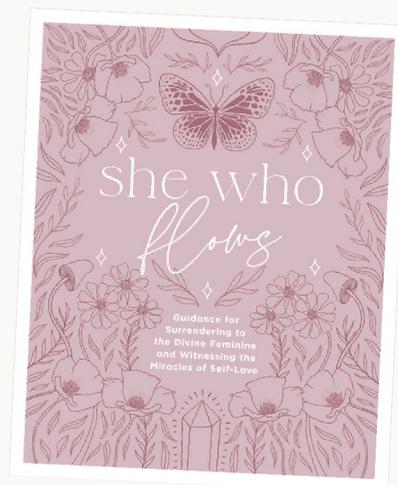
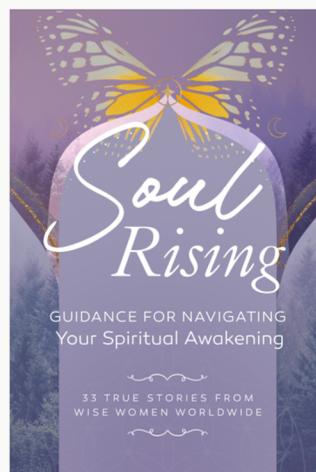
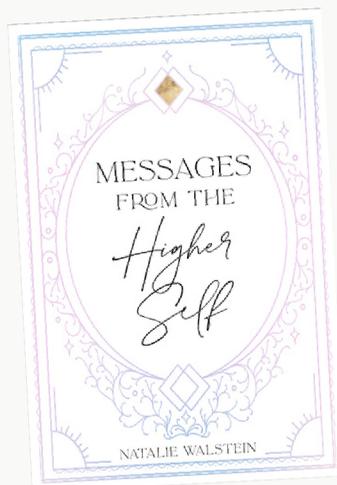
- **BOOK STRATEGY CALL:** We kick off with a meeting to talk about the overall vision of your book and create a strategy for how the book will be structured. We'll also discuss your next steps for getting started on the writing process.
- **WHATSAPP SUPPORT:** We'll set you up on a private WhatsApp thread to connect via voice notes and text messages so you can receive book coaching throughout the entire process, from finding your writing flow to marketing and getting your book out there. This support lasts up until 6 months after your book's release date. *We are always available via email, too!*
- **FINAL OUTLINE & MONTHLY WRITING MILESTONES:** This stage is considered complete once you have finalized your outline, broken it down into smaller sections, and set intentions for when you'd like to complete each one.

STAGE 2: WRITING & EDITING SUPPORT

- **WRITING PROGRESS:** Feel free to stay connected as you work to reach your writing milestones, letting us know if you'd like any feedback or run into any issues (structurally or motivation-wise!) along the way. We can help troubleshoot and provide amazing pep talks, too!
- **MANUSCRIPT SUBMISSION:** Once you've completed your first draft, you'll submit it to our editing team for a **developmental edit** (which focuses on the overall structure, pacing, and flow) followed by **line editing** (which focuses on grammar, punctuation, spelling, and word use). We will never permanently alter anything inside the manuscript itself - instead, we offer our comments and corrections in "Suggesting Mode" in a Google doc along the sidebar.
- **EDITORIAL FEEDBACK REVIEW:** Once we've completed our editorial review, you'll hop on a call with both Natalie (your main publishing guide) and Charlotte (developmental editor) so we can present and discuss our editing suggestions. These conversations are casual and encouraging - we believe in honoring your voice as much as possible, so while we are happy to offer ideas and options, you'll always have the final say!
- **AUTHOR'S EDITS (ROUND 1):** You'll go through the manuscript to approve or dismiss our suggestions and make your revisions in "Suggesting Mode" so we can visibly see what has changed since the last review. You'll also be guided to decide on your final title, write your bio, and finalize any other back page content with our support.
- **BETA READER REVIEW:** A small group of people consisting of your ideal readership will be gathered to receive your manuscript as a Google doc and be given 5 weeks to read it, apply their own comments in "Suggesting Mode", and fill out a questionnaire with their overall feedback. Consider this to be like the "reviews before the reviews" - yet they're coming in at a stage when you can still make changes!
- **AUTHOR'S EDITS (ROUND 2):** You'll have the opportunity to go through their feedback and approve or dismiss their suggestions, making any final revisions to your manuscript to complete this stage. We'll coach you to know what to keep and what to ignore, so that your book still feels firmly rooted in your initial intention, bigger mission, and overall vision, while still appealing to your ideal readership and landing in an engaging and clear way for them.

STAGE 3: DESIGN & LAYOUT

- **GATHERING INSPIRATION:** You'll be guided to create a Pinterest board of inspiration for your cover design and interior layout as you gather images of fonts, colors, photos, and other designs that express the vibe you want your book to give off. This will help our designers create something you love that will feel aligned!
- **COVER DESIGN:** Our cover designer will provide 3 options of custom covers to choose from. You can choose your favorite and request further tweaks and changes as desired to make sure it's just right.
- **INTERIOR LAYOUT:** You'll receive a test design to show you what the first chapter or section of your book will look like and have the option to request changes. Upon approval of the style, the rest of your book will be laid out.
- **ILLUSTRATIONS (OPTIONAL):** If you have opted to work with our in-house illustrator or an illustrator of your choosing, we'll create an art direction plan and commission illustrations according to the exact placements where you would like them to appear in your book. *Please note: Illustrations are not included in our publishing fee and require a separate contract and fee.*
- **EBOOK DESIGN (OPTIONAL):** If you'd like to offer an ebook version of your book, the final part of this stage will be for us to create the design and receive your approval as you test it out on your own device.



All cover designs are infused with Reiki and encoded with sacred geometry.



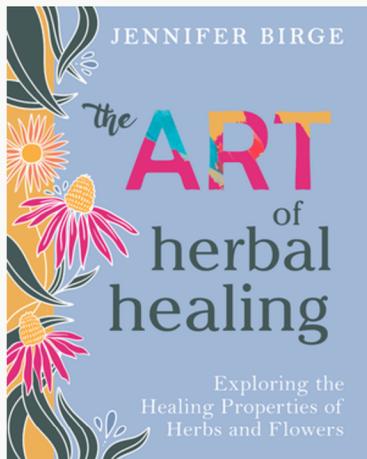
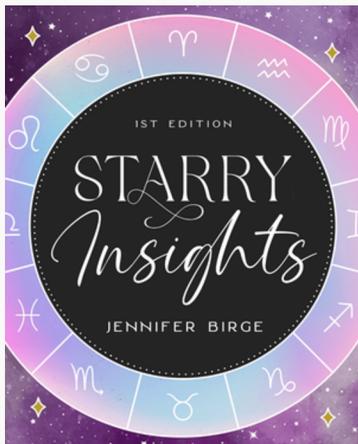
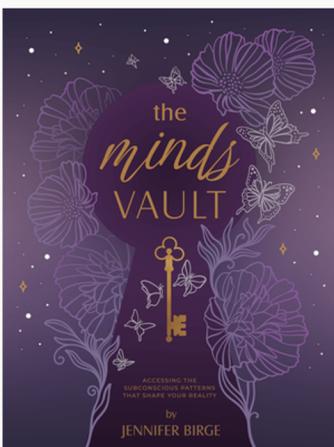
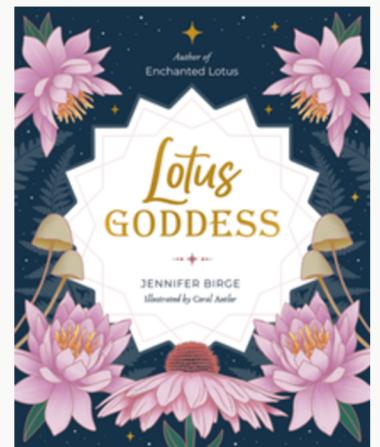
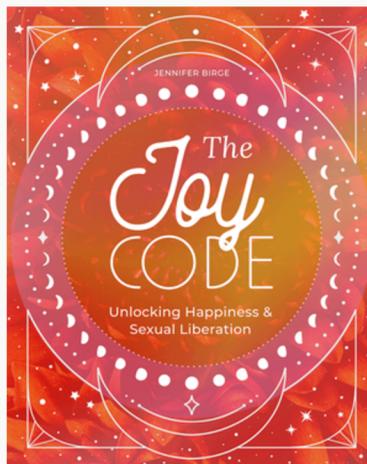
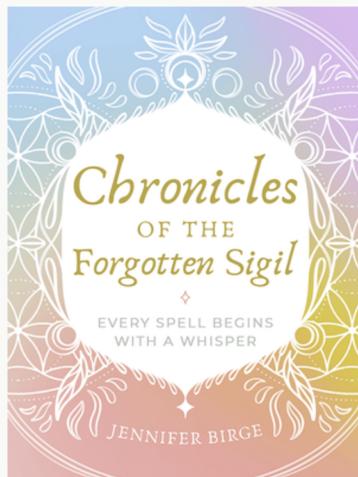
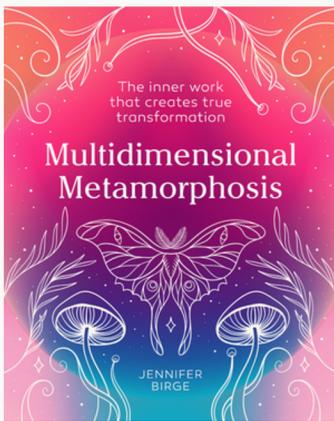
Beyond Words

CRAFTING CONSCIOUS NARRATIVES

through illustration, collage, and design

WITH JENNIFER ANN

COVER DESIGN EXAMPLES



*Jennifer can also create custom illustrations for the interior of your book upon commission, ranging from \$111 to \$1,444 USD per illustration depending on sizing.

STAGE 4: AUTHOR PLATFORM

- **MARKETING STRATEGY CALL:** We'll connect over Zoom for a call to plan out your marketing campaign from your very first book announcements all the way through to launch day and beyond. You'll be able to pick from a list of potential promotional avenues to design your own promotion plan, and we'll discuss the best way to approach each task so it is aligned with who you are, your available time, and your vision for the book.
- **ONGOING COACHING:** Afterward, we'll continue to stay in touch via WhatsApp and email as you work through the checklist of tasks we decide upon together during our strategy meeting as you get ready for the exciting process of sharing your book with the world over the coming months!

STAGE 5: PUBLISHING & LAUNCH PREP

- **PUBLISHING SET-UP:** We handle your ISBNs, metadata, pricing, keywords, and category strategy to ensure a smooth upload and a professional setup, so your book is ready for bookstores, libraries, and online sales. Your book will be available on Amazon and all of the major book retailers internationally including Barnes & Noble, Chapters/Indigo, Waterstones, Booktopia, and Bookshop.org.
- **ADVANCE READER COPIES (ARCs):** Once you have approved the final print design, you'll be sent a box of books to mail to your friends, family, clients, and community before your book is publicly released so they can read your book ahead of time and prepare to leave you reviews on launch day.
- **BOOK PHOTOGRAPHY:** Professional photos will be taken of your book and sent to you to use to promote your book on social media, your website, our website, and any other promotions you can dream up.
- **LAUNCH SUPPORT:** We'll host a virtual book launch party on your release date and continue to work closely with you to promote your book with strategies for media outreach, awards, podcast tours, bookstore outreach, and foreign rights management for 6 months after your release date. **Note: This will be done through DIY video trainings and book coaching via WhatsApp.**

BOOK PHOTOGRAPHY EXAMPLES



*You'll receive a folder of professional photos of your book to share on social media, your website, and for other promotional uses.

Pricing & Payment Plans

YOUR INVESTMENT IN YOUR AUTHOR JOURNEY IS:

\$9,500 USD

pay in full

OR

\$888 USD

per month for 12 months

*FOR A 60,000 TO 80,000-WORD MANUSCRIPT

YOU KEEP 100% OF YOUR ROYALTIES, PAID QUARTERLY VIA PAYPAL

Community Benefits Included

To further support your Author Journey, you will receive lifetime access to our Book Magic Mastermind, which provides you with:

- **ONLINE COMMUNITY** - Get connected with other spiritual authors from around the world in our community hub to ask questions, get feedback, and join the conversations that are being had as others write & publish their books alongside you, so you'll never feel alone!
- **WEEKLY GROUP CALLS (OPTIONAL)** - We host 3-4 group calls on Zoom every month to gather our author community for writing co-working sessions, marketing trainings, and monthly intention setting circles.
- **VIDEO TRAININGS** - View our pre-recorded course library for guidance and inspiration on writing and sharing your book with your community.



Why Work with Us?

one

We're the only boutique publishing co. that works exclusively with spiritual authors to co-create meaningful books that raise the vibration of the planet and usher in the New Earth.

two

Our mission is to honor our authors for the amazing work they are doing in changing the world, starting by healing themselves and their families, then allowing it ripple out to many others from a place of rooted embodiment.

three

We provide a high-touch personalized service that prioritizes your voice & vision, offering done-for-you support and suggestions to make your journey easier, but ultimately you have the final word for complete creative control.

four

We believe beauty heals, and aim to create books that stop people in their tracks with high production value and close attention to detail, so that your readers have the best possible experience as they soak up your wisdom.

five

We help you strategically build your brand as you publish your book, growing your audience and attracting business opportunities that continue to attract your ideal readers, clients, and customers over the long term.

"The idea is not to live forever, but to create something that will." - Andy Warhol