

# **How to Get Published**

## **Continuing Session**

### **By**

### **Tim Shoemaker**

#### **Introduction & overview...**

#### **Session 1**

- The Appointment
  - 8 Reasonable Goals for an Appointment
  - 4 Ways to Prep for the Appointment
  - 15 Reminders & Tips for Better Appointments
  - Appointment follow up
- The Pitch
- A Tale of Two Appointments . . . & 3 Things I Learned
- Writing for publication . . . some basic steps from CONCEPT to CONTRACT

#### **Session 2**

- Zeroing in on What to Write . . . 6 Tips
- Focusing Your Ideas . . . 6 Tips
- Fiction . . . The Heroes Journey-elements of your FICTION story
- Writer's Market Guide
- Thinning the Herd . . . there's a lot of competition . . . so we need to LOOK PROFESSIONAL.
  - Using the PUBLISHER'S submission GUIDELINES.
  - Understanding MANUSCRIPT RIGHTS
  - USING YOUR HEAD when SENDING to a PUBLISHER
- Simultaneous Submissions
- Contracts . . . 2 Tips
- Rejection . . . "Badge of Honor" or "Mark of an Amateur"?

#### **Session 3**

- Agents
- Query letters . . . and 10 Keys to Writing Successful Ones
- Proposals
- Submitting manuscripts in the correct format
- Self-publishing
- E-publishing
- Finding Markets for Your Writing

#### **Session 4**

- 5 ESSENTIALS for PUBLISHING SUCCESS  
(God's Timing, Reputation, Platform, Working the Craft, Right Perspective)
- 5 ESSENTIALS for LEARNING the CRAFT  
(Writer's Conf., Books on Writing, Reading, Writing Quotas, Show Work)
- 5 ESSENTIAL AREAS to IMPROVE your FICTION WRITING Skill  
(POV, SDT, Dialogue, Back story, Conflict )
  
- 5 Recommended books FOR FICTION
  
- 5 Recommended books for NON-FICTION

#### **Session 5**

- Finish issues we haven't completed, Q & A, more time on Proposals

## **THE APPOINTMENT**

### **8 REASONABLE GOALS for an APPOINTMENT**

1. To see if YOUR IDEA or WRITING is of INTEREST to OTHERS . . .
2. That they'd get a SENSE of WHO YOU ARE . . .
3. That they'd get a GOOD IMPRESSION of you as a person . . .
4. That they'd SEE YOUR PASSION . . .
5. That they'd see how YOU'RE A GOOD ONE TO WRITE ABOUT it . . .
6. That you'd GET IDEAS on HOW TO IMPROVE your WRITING . . .
7. That you'd learn what your NEXT STEPS should be . . .
8. That they'd INVITE YOU to SEND A PROPOSAL—if you're ready for that . . .

*It was a good appointment IF . . .*

### **4 WAYS TO PREP FOR THE APPOINTMENT**

1. Research the person you're having an appointment with . . .
2. Print up business cards . . .
3. Practice your pitch . . .
4. Pray About it . . .

### **15 REMINDERS & TIPS FOR A BETTER APPOINTMENT**

1. BRUSH YOUR TEETH . . .
2. BE EARLY . . .
3. DON'T HOVER . . .

**4. WHEN the APPOINTMENT AHEAD OF YOU DOES GO LATE . . .**

**5. REMIND YOURSELF before the appointment . . .**

**6. BE MINDFUL OF THEIR COMFORT ZONE . . .**

**7. WOMEN . . . if you're meeting with a man . . .**

**8. MEN . . . if you're meeting with a woman . . .**

**9. SMILE & INTRODUCE YOURSELF . . .**

**10. GIVE THEM A SENSE OF WHO YOU ARE . . . heart, passion, platform . . .**

**11. If you have a PROJECT, GIVE THEM your PITCH . . . but don't be PUSHY . . .**

**12. FOLLOW THEIR LEAD . . .**

**13. REACTING TO ADVICE OR INPUT THEY MAY GIVE . . . listen, don't argue . . .**

**Remember TWO THINGS when receiving ADVICE or CRITICISM.**

**A. 10 different editors = 10 different opinions . . .**

**B. The idea is to learn from them—not defend your POSITION . . .**

**14. ASK TO SEND A PROPOSAL IF APPROPRIATE . . .**

**15. WATCH THE CLOCK DURING YOUR APPOINTMENT . . .**

**WHEN IT'S TIME TO LEAVE . . .**

**REMEMBER . . .** how you conduct yourself during an appointment is critical . . .

The editor you **OFFEND** or **IMPRESS** now may someday . . .

### **APPOINTMENT FOLLOW-UP**

*If there is no manuscript to send, no proposal to send . . . SEND A “THANKS” . . .*

Subject line:

*“Thanks for the appointment at the \_\_\_\_\_ writers’ conference”*

Give them a reminder of who you are . . .

Thank them for meeting with you . . .

Wish them the best & that you hope to meet them again sometime.

### **IF THERE IS a MANUSCRIPT or PROPOSAL to SEND . . .**

If sending via email . . .

Subject line:

*“Regarding requested proposal from \_\_\_\_\_ writers’ conference.”*

Start the email like before . . .

Remind them of their invitation to send a proposal & what the project was about.

If the proposal IS ready to go . . .

-Close with another thanks for looking at the proposal

-Attach the proposal

If the proposal is NOT ready to go . . .

-Determine how much time you need to finish it

-Add a bit of time . . .

### **ANATOMY of a PITCH**

A SHORT, CAREFULLY CRAFTED SUMMARY . . .

***The PURPOSE is NOT SIMPLY TO SUMMARIZE . . .  
BUT TO CATCH THEIR ATTENTION & TO GET THEM INTERESTED in it.***

## **1. The ELEVATOR PITCH . . .**

***Short enough*** to share on an elevator ride.

**Preface it by mentioning the TITLE and the GENRE.**

*“The title is Code of Silence, & it’s a contemporary suspense for middle readers.”*

The pitch is ***one line—two at max . . . ideally 25 WORDS or less . . . 10 seconds . . .***

***Your pitch should . . .***

*-BE COMPELLING. GRIPPING. INTRIGING.*

*-HOOK the INTEREST of the person you’re talking to.*

*-MAKE them WANT TO HEAR MORE.*

*-MAKE THEM WANT TO READ THAT BOOK!!*

*-HELP them SEE THE POTENTIAL for audience appeal*

*-If pitching FICTION, it should reveal the MAIN CONFLICT,  
the PRIMARY TROUBLE your main character will face*

***PITCH SAMPLES . . .***

## **2. Then PREPARE A LONGER PITCH**

**Something you can SAY IN ABOUT 30 SECONDS or so . . .**

***If they seem interested . . . be prepared to ELABORATE . . .***

*-THEME, WHAT IS AT STAKE, Character strength, weakness, growth . . .*

*-MAJOR PLOT POINTS (cheat sheet OK)*

*-Why does your CHARACTER NEED TO GO ON THIS JOURNEY?*

*-What INCITING INCIDENT PUSHES THEM into the STORY?*

-What HAPPENS IN THE MIDDLE that ALMOST MAKES THEM TURN BACK?

-What FORCES THE CLIMAX? How is it RESOLVED IN THE END?

***If you're not prepared with all this now . . . that's OKAY . . .***

**TWO APPOINTMENTS . . . and THREE LESSONS I learned . . .**

**1. How you CONDUCT YOURSELF during an appointment MATTERS . . .**

**2. Your REPUTATION MATTERS . . .**

-The kind of person you REALLY are BECOMES KNOWN . . .

-IT IS AS IMPORTANT AS THE QUALITY OF YOUR WORK . . .

**3. GOD Can Make the CONTRACT HAPPEN at JUST THE RIGHT TIME, even if . . .**

**8 BASIC STEPS of a WRITING PROJECT FROM CONCEPT to CONTRACT**

*Writing the Christian Nonfiction Book: Concept to Contract* by David Fessenden

**1. BRAINSTORMING . . .**

**2. RESEARCHING . . .**

**3. OUTLINING . . .**

**4. PREPARING the PROPOSAL . . .**

**5. WRITING the ROUGH DRAFT . . .**

**6. REVISING . . .**

**7. FINE-TUNING the MANUSCRIPT . . .**

**8. GETTING the CONTRACT . . .**