How to Get Published
Continuing Session
By
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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 . . .

APPRENTMENT 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** . . .
How to Get Published. In today’s digital landscape, there is no one way to publish your work anymore. Maybe you are looking to publish a collection of short stories. Or you’ve finally finished a novel manuscript or a non-fiction book. With... How to Get Published. Explore this Article. methods. 1 Understanding the Different Ways to Publish. 2 Using Traditional Publishing. 3 Using Self Publishing. How do you get a publishing deal with the Big 5? If you’re an author currently trying to get traditionally published, you’ve undoubtedly heard of the Big 5 Publishers: Penguin Random House, Hachette Livre, HarperCollins, Macmillan, and Simon & Schuster. All of these publishers have been around for decades, and getting your book published by one of them is a golden ticket to prestige and recognition. However, keep in mind that these publishers are pretty selective, especially when it comes to novels. If you want to vie for one of them, you’ll have better luck if you write in certain genres. To build a career as an author you need to know how to get published as well as how to write. Jon Reed shares some pointers to help you navigate the process and know what to expect. Learn how to get published on our one-day How to Get Published masterclass at Foyles bookshop in London on Saturday 8th February 2020 – an essential day of learning, inspiration, motivation and networking. Tickets are on sale now. 17–20 minutes to read. You’ve written a book. Now what? To take the next step and get published, your main options are to go down the traditional route of getting an agent and landing a