


















15

WAYS TO INCREASE YOUR CHANCES OF **LANDING A PUBLISHING DEAL**

Created by  *QueryLetter*.com

- 1. FINISH YOUR ENTIRE MANUSCRIPT**
Write your whole manuscript before contacting agents or publishers; they won't even consider you without a full manuscript. You can get away with a proposal if you're writing non-fiction, but even then, a full manuscript won't hurt.

- 2. WRITE WITH PROFESSIONALISM**
Make sure your work radiates professionalism. That means making the story coherent and clear, the characters unique and believable, and the prose free of spelling and grammatical errors.

- 3. OFFER SOMETHING NEW AND INTERESTING**
Choose a strong premise and write from the heart. Be passionate and offer a fresh or unconventional perspective.

- 4. GET FEEDBACK AND SET HIGH STANDARDS**
Seek extensive and brutally honest feedback. Take writing classes. Take the time to produce high-quality writing. Don't settle for "good"; strive for "superb."

- 5. NEVER STOP WRITING**
Your first book is going to be the hardest to get published. It'll get easier with each subsequent one. Keep writing and sending out query letters.

- 6. HIRE A PROFESSIONAL EDITOR**
An editor will assist you with grammar, character development, story arc, and other essential elements. They're professionals, so they know what they're doing—they're worth your money.

- 7. NETWORK**
Meet agents. Attend literary and writing festivals, go to authors' conferences, and establish contacts.

- 8. PERSONALIZE YOUR QUERY LETTER**
When writing your query letter, research the agent's needs, address the agent by name, and explain why your project is right for them specifically. Your query letter should not read as a template.

- 9. SECURE YOURSELF AN AGENT**
Many publishers won't even look at your submission if you don't have an agent. Therefore, partnering with an agent is often an essential part of the traditional publishing process.

- 10. FULFILL THE AGENT'S REQUIREMENTS**
Send whatever the agent requests (e.g., a manuscript synopsis). Not only does this show you've done your research, but it also helps the agent assess the submission.

- 11. BUILD UP A FAN BASE**
Authors are part-time marketers. Build up your followers on social media by posting likable, sharable content. Make sure to tailor your posts to your audience.

- 12. SHARE WITH YOUR FOLLOWERS**
Spread your writing by, for example, offering a short story as a PDF available for download or creating an engaging book trailer for YouTube. Your aim is to go viral!

- 13. WRITE A PITCH A PUBLISHER CAN'T REFUSE**
If you're sending your query letter directly to publishers, be personable and tell them exactly why your book is perfect for them. Tell them about your social media following and how you fit into the industry. Attach your entire manuscript for their convenience, unless they request fewer chapters.

- 14. BUILD AN EMAIL LIST WHILE YOU WRITE**
Don't procrastinate when it comes to marketing. Build up a solid list of people waiting for your book's release. That way, you'll sell books from day one.

- 15. DESIGN A MARKETING PLAN**
Authors play a large role in the marketing of their books. Design a marketing plan that works for you and present it to the publisher, showing them you're serious.


Get a professional query letter at

 *QueryLetter*.com