

## Writer's Track Instructions

Please bring the first page of an article, chapter of a book, or any piece of your writing for the **Writer's Track First Page Peer Critiquing session LIVE** ([Click for printable directions](#))

### Preparing for your:

#### **Pre-Conference – Book Proposal Intensive Clinic (3 hours)**

(If you are pre-registered for this session)

**Taught by Dave and Cindy Lambert, Lambert Editorial**

**Limit:** 25 registrants

**Prerequisite:** Complete and bring with you a working proposal. Once you've registered, download the book proposal template (either fiction or non-fiction) designed by the Lamberts, or you may use a proposal model you've found on your own.

Broken into four segments, this hands-on interactive clinic will begin with an in-depth presentation, then offer individual time to work on and refine specific proposal elements of your own, then break into small groups for fiction and nonfiction personal feedback and critique, and finally come together again for advice and guidance to launch you into the world of meeting with editors.

#### **15-Minute Publishing Appointment Instructions**

Our Speak Up Conference is unique in that each Premier Package conferee in the writing track will be offered four 15-minute appointments with publishing/editorial professionals, author mentors, self-publishing professionals, or social media experts. With the Classic Package, conferees will have two 15-minute appointments. Our goal is to match you with the best possible connections, so take time to read through the descriptions in the 15-minute appointments section. You will receive an email when it's time to sign up for them, so be prepared with your top picks.

In preparation for your 15-minute appointment, please prepare a "one-sheet" ahead of time and be prepared to email it. This gives you something tangible to place in their hands with your contact information on it and with your book idea summarized.

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## **What to Include on your “One-Sheet” for a Successful 15-Minute Publisher Meeting**

**(There is more than one way to prepare a One-Sheet. Publishers may want you to adapt to their specifications.)**

- An 8 ½ x 11 sheet (can be two-sided)
  - A picture that reflects your personality (can be a professional head-shot or something more casual)
  - Your contact information—name, address, e-mail address, phone number, and your blog address (if you are currently writing a blog)
  - A biographical summary that highlights your qualifications for writing (Include any publishing credits you currently have, such as articles or devotionals you’ve written, and any contributions you’ve made to someone else’s book.)
  - A one-sentence “concept statement” on what your book is about
  - A few short paragraphs about the book (Include any information on the “felt need” your book addresses and how you can help to solve a problem and offer “real-life-help” to the reader.)
  - A description of the audience for this book (age & gender demographics)
  - Your projected word-count (A typical non-fiction book would be about 60,000 words. Novels are often longer.)
  - A brief comparative analysis showing what makes your book unique from what is already “out there” on your topic. (Check Amazon.com and list book titles that might compete with your title.)
  - The name and contact information of your agent (if you have one)
  - A brief description of how you can market the book (examples: through your denomination, your blog, or your website) What is your current “platform?”
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## What to include in “The Pitch” to the publishing professional

- A brief greeting: “Hi! Thank you for seeing me today. My name is \_\_\_\_\_ and my book is about \_\_\_\_\_.”
- “My credential for writing on this topic is \_\_\_\_\_.” (significant life experience, education, or professional background)
- “This book is aimed at \_\_\_\_\_.” (Describe your target audience.)
- “People who read this book will walk away with \_\_\_\_\_.” (include 3 or 4 significant points)
- Optional: “I’ve done some research and discovered \_\_\_\_\_.”
- Optional: “Let me share with you the structure I have in mind.”
- Optional: “Can you tell me if your publishing house is currently looking for a practical guide on this a topic?”
- “I’d like to send you a one-sheet for future reference.” (get their email address)
- “Do you have any questions for me?”
- “I know my time is up and I want to thank you for seeing me today.”

### General Guidelines:

- If you sense the publisher/editor is highly interested in your idea, say: "May I e-mail my proposal or my complete manuscript to you?" (If your manuscript isn't complete, then ask only about the proposal.) In some cases the publishing professional will want to see your book proposal, but in most cases your one-sheet will be their first choice.
  - If you are writing fiction, your approach will have much more to do with a summary of your story line and plot development, in addition to your biographical summary and writing credentials. You may prefer to have an appointment with our fiction specialist, Dave Lambert.
  - Be sure to cover the preparation for your appointment and the actual meeting with much prayer. Ask God for clarity of mind and for the ability to be concise and passionate about your idea.
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