

# Alice B. Acheson

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Dear Registrant for **"You're Writing the Manuscript, Now What?"**:

On Saturday, March 27 and Sunday, March 28, 2004, we will explore how to "sell" your book to a variety of markets.

Saturday we will help you become a smarter -- and wiser -- author with

- techniques for finding an agent and/or publisher,
- ways to impress that agent/publisher,
- knowledge of what will happen to your manuscript once it is under contract, and
- measures to "assure" its commercial and review success.

**The only assignment** -- to be written prior to the class -- is a cover letter to a specific agent or a specific editor at a specific publisher which your research indicates would be appropriate for your book. (You will learn during the class that this cover letter will be accompanied by a 2-3 page synopsis of your work **and** 2-3 sample chapters.) On Sunday, we will discuss ways each of you might improve your letters to increase the chances for your manuscript. Bring your letter, **21 copies** of your letter, copious paper for notes and, of course, a pen to class. Nothing else is required.

Please include the following in your cover letter:

1. date of letter
2. inside address
3. salutation
4. First paragraph about why you have chosen the agent or publisher.
5. Second paragraph about the manuscript whose sale you are proposing.
6. Third paragraph about yourself and the marketing expertise and assistance you bring to the project.
7. A short closing
8. "Sincerely,"
9. Your typed name

This letter should be written clearly, engagingly, concisely, **and in the "voice" of your manuscript**. The prose of the letter, the subject matter of the manuscript, and the marketing possibilities should make the agent/publisher want to *race* to the synopsis, which in turn should cause them to put everything on hold to read your sample chapters. Attached is an example of an excellent, though long, cover letter. You can find others in *Writer's Market*.

I'll look forward to meeting you on Saturday, March 27!

All best,

Alice B. Acheson