



# Page Turners

## Page Turners

This newsletter will also appear at: <http://www.joanuptonhall.com/pageturner.htm> with authors' photos

The authors' cooperative, Page Turners, welcomes you to this free, monthly newsletter. We encourage you to forward it to others you think would enjoy it, print it to share with friends, and invite them to subscribe by emailing us. You may unsubscribe at any time.

Contact: [PageTurnerHome@aol.com](mailto:PageTurnerHome@aol.com) ..... Editor: Joan Upton Hall

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### Meet our Staff: Authors whose pages you must turn!

M.D. Benoit	<a href="http://www.mdbenoit.com">http://www.mdbenoit.com</a>	Science Fiction Mystery, Alternate Reality
Mayra Calvani	<a href="http://www.mayracalvani.com">http://www.mayracalvani.com</a>	Horror Dark fantasy, Satire, YA, Children
David Ciambrone	<a href="http://www.davidciambrone.com">http://www.davidciambrone.com</a>	Mystery, Technical management, News column
Diane Fanning	<a href="http://www.dianefanning.com">http://www.dianefanning.com</a>	Mystery, True Crime, Suspense
Jackie Griffey	<a href="http://www.jackiegriffey.com">http://www.jackiegriffey.com</a>	Cozies, romantic suspense, horror, historical
J.C. Hall	<a href="http://www.jc-hall.com">http://www.jc-hall.com</a>	Fantasy, Nonfiction
Joan Upton Hall	<a href="http://www.joanuptonhall.com">http://www.joanuptonhall.com</a>	Fantasy, Paranormal, Travel/History, Editing advice
L.C. Hayden	<a href="http://lchayden.freesevers.com">http://lchayden.freesevers.com</a>	Mystery, Inspirational, Horror, Children
Gloria Oliver	<a href="http://www.gloriaoliver.com">http://www.gloriaoliver.com</a>	Spec Fic, Fantasy/SF/Horror, YA
Sylvia Dickey Smith	<a href="http://www.sylviadickeysmit.com">http://www.sylviadickeysmit.com</a>	Mystery suspense
Cheryl Swanson	<a href="http://www.cherylswanson.net">http://www.cherylswanson.net</a>	Contemporary thriller, self-help nonfiction
George Wilhite	(website under construction)	Mystery/Detective, Western, Speculative, Noir, Nonfiction

### MAIL BAG – READERS WRITE

Have questions you'd like to ask any of these authors? Comments about their books? Their favorite desserts? What pets they have?

Write to Page Turners at the email address shown in the masthead.

Be sure to state which author you are addressing.

Dear PT, (for **L.C. Hayden**):

The members of the **San Gabriel Writers' League** (Georgetown, Texas) say, "Thank you so much, **L.C. Hayden**, for your presentation on "Writing Dynamic Dialogue." Your enthusiasm, good advice and humor thoroughly enriched those who attended.

—Program Chair, **Joy Nord**

Dear PT (for **Joan Hall**)

Thanks for including me on your list to receive Page Turners.

When my wife Rebecca and I attended several of your writing classes, you mentioned that if we had something we wanted to promote, you might put it in Page Turners. I've been working on a website to promote my freelance artwork and writing. Here's the address; let me know what you think:

<http://www.jason-minor.com>

Thanks and I hope things are going well.

—**Jason Minor**

Dear **Jason**: Wow! Your artwork is wonderful!!! Thanks for beautifying this page—YES, READERS, do click that link and prepare yourselves for a treat!

—Joan

Dear PT (for **Joan Hall**, contest judge):

Thank you for your generous commentary on [my contest entry for **Oklahoma Writers' Federation, Incorporated**] *Adam's Ale*, 1st Place HM. Judges for OWFI are known for writing good critiques and you certainly filled the bill. I truly appreciate your time and energy spent on the judging.

—**Martha Lea Bryant**

**Dear Martha**: Your entry, *Adam's Ale*, was in tough competition, but in really impressed me. I look forward to seeing it published. Let us help you announce it, when that happens.

—Joan

**Have a new publication to announce?** Tell us about it. Here's all you need to do:

1. Mention PageTurners newsletter (something specific you like about it would be nice — but isn't required).
2. Announce the title of your book (or whatever), a short blurb about it, and where it can be purchased.
3. A short blurb about you as a writer and your website if you have one.

## **AUTHOR OF THE MONTH: M.D. Benoit**

Lives in: Ottawa, Canada

Writing genres: Science Fiction Mystery, Alternate Reality

When asked to write a blurb about myself, I usually fall back on the usual bio—where I was born, where I live, when I started writing, but you can already find that out by visiting my website (<http://mdbenoit.com>) or from the back of one of my books, so I thought I'd do something different this time and give you a list of what is important in my life, apart from writing. Because you know, writing is work, but it's also passion and love. So, here they are, and what they mean for me:

1. My husband. Partner, lover, fan. Able to live with a crazy person.
2. Family. They're sometimes difficult, exasperating, baffling, but I'm sure we are to them as well, so we're even. Underneath all that, there's love and constancy.
3. Home. Nest, refuge, calmness.
4. Books. Food for the brain, solace, escape, laughter.

5. Music. Mood for the brain, fire, sorrow, joy, melancholy, ecstasy, inspiration.
6. Good food and good wine. For the body and the soul. And for sharing with friends.
7. Sailing. Silence on the water, the white of the sails, brilliant sun, wind in your face.
8. Travel. Discovery, adventure, cultures, tolerance.
9. Art. Beauty for the eyes, serenity, challenge of the accepted.
10. Connections. Social networking, learning from others, meeting the world

## **Book of the Month: The Jack Meter Case Files: the evolution of a series by M.D. Benoit**

Writing a series is different than writing a stand-alone book. To keep the story interesting for both for the writer *and* the reader, the main characters must grow, evolve, change, while remaining constant in what makes them who they are. In short, they must evolve in the same way real people do.

My mystery stories are quirky with science fiction added to the mix. Some equate them to the noir mysteries of Dashiell Hammett and Raymond Chandler. They also have a touch of Sarah Paretsky and Sue Grafton. Add a dash of Douglas Adams and Terry Pratchett, and you have the tone. In *Metered Space*, Jack Meter must track down who is destabilizing our universe. In *Meter Made*, Jack gets embroiled in a universe-stealing scheme. In *Meter Destiny*, Jack must find a kidnap victim, one of the three Fates from Mythology.

But for me it's not enough to have a story to tell. It's all about the characters that travel the stories. Jack lives in my own town, Ottawa, and starts out as a washed-out, bitter man who deeply grieves the loss of his mate, Annie. But it wasn't only Jack who loved Annie. Claire Foucault, a brilliant, acerbic biochemist, also grieves. For neither of them was that love platonic and Annie's death has fueled their antagonism. Unwittingly, though, Claire becomes Jack's "sidekick," helping him despite her intense dislike for him. She has a curious nature and an altruistic streak that force her to suppress her feelings for Jack. As for Jack, he can't turn down the underdog and, beneath a seemingly glib exterior, he is broad-minded and intuitive. In the same way he matter-of-factly accepts Claire's sexual orientation, he is able to accept the existence of "more" in our universe and take it all in stride.

Without Jack and Claire, and other characters—human and alien alike—who people the series, the stories would not have been as much fun to write. I hope if you eventually read them that you'll have as much fun reading them.

## **A Look at the Future in Our Lifetime! by Elizabeth Burton, Executive Editor for Zumaya Publications**

Late in April, Zumaya Publications completed the paperwork that places all our titles currently being printed at Lightning Source into their pilot program with On-Demand Books, makers of the **Espresso Book Machine**. Other participating publishers are John Wiley & Sons, Hachette Book Group, McGraw-Hill, Simon & Schuster, Clements Publishing, Cosimo, E-Reads, Bibliolife, Information Age Publishing, Macmillan, University of California Press and W.W. Norton.

Through this program, our books will be available for printing at all facilities that have an Espresso. There are currently 12 **EBMs** operational worldwide, and my understanding is that this pilot

program is the first phase of a marketing plan to place more of them in the next few years. The ones already in operation are located at:

World Bank InfoShop, Washington D.C. □ New York Public Library, New York, NY □ New Orleans Public Library, New Orleans, LA □ Internet Archive, San Francisco, CA □ University of Michigan Library, Ann Arbor, MI □ Northshire Bookstore, Manchester Center, VT □ University of Alberta Bookstore, Edmonton, AB, Canada □ McMaster University Bookstore, Hamilton, ON, Canada □ Newsstand UK, London, England □ Library of Alexandria, Alexandria, Egypt □ Angus & Robertson Bookstore, Melbourne, Australia □ University of Waterloo Bookstore, ON, Canada □ Blackwell's Bookstore, London, United Kingdom.

Just about a decade ago, the first on-demand book printer came into being. The quality of the product, compared to the traditional printing methods, left a good deal to be desired; and the cost to print each copy was much too high for most book publishing uses. However, where only a limited number of copies—or a single one—was wanted, those early machines were both economical and sensible.

It was then that **Random House editor Jason Epstein** wrote *Book Business*, in which he stated that on-demand printing was the future of the industry. Epstein was one of the founders of **On-Demand Books**.

Since those early days, the quality of on-demand printing has grown exponentially, and today a digitally printed book is indistinguishable from its offset-printed counterpart with one exception: it will always have a glossy cover for technical reasons. By utilizing the improvements in digital printing technology, On-Demand was able to complete development of a compact machine that could revolutionize the way books are printed and sold.

The EBM, which costs \$95,000 in its current incarnation, prints and binds a trade paperback book while you wait. Literally. In Blackwell's bookstore, they've replaced the metal frame with glass so the buyer can watch as their book goes from digital file to finished product. You can view the process yourself at <http://www.ondemandbooks.com/video2.htm>.

The capability to print a book on-site in a bookstore or library means that shipping costs, both financial and environmental, are eliminated. Although no one has, as far as I know, calculated the environmental impact of the machine itself, it has to be borne in mind that the book would still need to be printed, yet that the now-standard print runs wouldn't be necessary. Given 25-50% of those runs are returned and discarded, logic would suggest the EBM is a much more environmentally sound way of producing print books than any of the alternatives.

The benefits to independent booksellers in particular are clear. One of the biggest obstacles they currently experience trying to compete with super-chain and online booksellers is their inability to offer a large range of titles. With an EBM, this would no longer be the case. They will be able to store the files for thousands of books and print off a copy when it's wanted—and without paying fees to wholesalers and distributors.

In addition, they could, if provided with the proper files, print books for local people who may, for example, only want five or ten copies of a family history for personal use, thus providing an additional revenue stream.

The advantage for authors is that overseas sales will no longer be plagued by expensive shipping costs. This opens the whole world to the exchange of ideas through printed books in the way it has so far only been managed via ebooks.

We're very excited about being part of this project, for all of these reasons. There's something particularly exciting about being part of the future of an entire industry.

## Book Lovers Rejoice!

**Editor's note:** You really need to see this! Not only can you watch the Espresso Book Machine in action, a narrator explains. If you had any trouble with the link given in the above article, try this one:

<http://www.youtube.com/watch?v=OIq0VqF0MnA>

## **GET 'EM WHILE THEY'RE HOT** (Other Releases & Successes)

### **It's Cruise Time!** by L.C. Hayden

I'm gearing up for the **Princess Grand Mediterranean Cruise** where I'll be their Author-in-Residence. The ports of call are Spain, Monaco, Italy, Greece, and Turkey.

I've been going over the excursions I want to make and would like to share them with you all. I was surprised to learn that Virgin Mary's resting place and home is in Kasadi, Turkey. The apostles John and Paul were also there. That is a must-see for me.

In Italy, I'll get to go to Verona where Romeo and Juliet lived and died. I'll be able to stand on the balcony that Romeo climbed to declare his love for fair Juliet. Ahhh, let my eyes drink it all. Last time, I was in Italy, I missed seeing the Leaning Tower of Pisa, but I'll get to see it this year. Yay! And while in Rome, I'll do as the Romans do—details to follow!

In Monaco, I'll be able to go to the famed Monte Carlo Casino and visit the royal palace where Prince Reiner and Princess Kelly are buried. Be still my heart.

Interesting times ahead—and I haven't even covered Venice, Mykonos, Greece, or Istanbul, or Spain or Naples Capri.

Oh, fret not. I'll also be working. I'm scheduled to do two presentations, book signings, and autographing my books. Did I tell you I live a hard life?

When I get back (June 10) I'll write about this cruise so I can share the sounds and smells of these lands so far from us.

### **Schedule for Blog Talk Radio's** **MURDER, SHE WRITES** by Sylvia Dickey Smith

On Memorial Day, Sylvia's guest was **Pat Brown**, author of **L.A. Heat**, discussing her books, her writing, and what she does besides write.

Coming up are the following:

Betty Webb June 1

Anne White June 8

Joanna Slan June 15

Judith K. Ivie Jun 22

Maggie Bishop June 29

Tune in to [www.blogtalkradio.com/murdershewrites](http://www.blogtalkradio.com/murdershewrites)

### **Sylvia Dickey Smith's book Honored**

This is one of the most powerful lists that **Conversations Book Club** puts together each year. The books that make the list are from authors and genre that book club **President Cyrus A. Webb** have personally read and has put his stamp of approval upon. Now as the first issue in 2009 of **Conversations Magazine** prepares to be released, the book club is pleased to unveil those who make up the "**Top 20 Summer Reads**" of 2009!

And **Sylvia's** newest novel, *Dead Wreckoning* is one of that Top 20.

Listed in no particular order, are the books and their authors who Conversations Book Club and its 10 chapters feel should be on your "Must Have" list as you make your summer plans. JOIN THE ADDICTION: Get hooked on books!

To see the titles and authors, click this link:

<http://authorswelove.blogspot.com/2009/05/conversations-presents-its-top-20.html>

## **Book Sellin', Searchin' & Signin' Shenanigans**

(Or: A funny thing happened on the way...)

### **Apps & OutTwits & Tweetdecks—Oh my!**

by **Gloria Oliver**

Having to always search for new ways of marketing, I've recently taken the plunge and joined Twitter. For a while, I'd just log in once a week and put something up then go away. Now, however, there are new apps you can get to improve/stream out the process. I have Tweetdeck at home. But for work, I downloaded OutTwit, since it integrates with Outlook! Now I can be sneaky and look, send, and respond to Tweets from the office and look like I am WORKING!

Bwahahahahahaha!

\*Ahem\* Yes, I think this new app will work just fine...[www.gloriaoliver.com](http://www.gloriaoliver.com)

### **Survived—a Month-long April Fool's Day**

by **Diane Fanning**

#### **#1 – Deadlines, distractions, and the Discovery Channel:**

I'm sticking very close to the home front this month with no appearances currently on my schedule. But I certainly did need a break after surviving April.

The month was destined to be difficult since I was wrapping up a very demanding manuscript about the Casey Anthony case in Orlando, Florida. Casey is the woman awaiting trial for the murder of her two-year-old who went missing for thirty-one days before police were called. I got it done just one week past my May 1 deadline. **MOMMY'S LITTLE GIRL** will be released by **St. Martin's Press on November 3**.

I really thought I was going to meet my deadline right on schedule. But, the best laid plans...

In addition to book signings in Texas and Virginia, I was interviewed on camera for two programs scheduled for this fall—one for **ID Discovery Channel**, the other for "**Unusual Suspects**" on **Discovery Channel**. The latter is about the **Julie Rea Harper** case and my role in helping that wrongfully convicted woman get a new trial.

Speaking of television, I just learned that the show I told you about in March on the **E! network** is airing at **8pm Central on Sunday, May 31 and 8am Central on Monday, June 1.**

### **#2 – Pig attack?**

On top of all that, just when everyone was freaking out about swine flu, I got sick. I didn't think I had the flu but I was totally miserable, non-functional and sleep deprived—my coughing kept me awake. When I went to the doctor, I was given a mask at the front desk. My doctor didn't think I had the swine flu either but he tested me just in case. The verdict, a three pronged attack by sinusitis, a chest cold and allergies. Thank heaven I hadn't been run over by the pigs.

### **#3 And flying deer!**

As if all that wasn't enough, April was also the month of the flying deer incident. Yeah, you read right—flying deer.

My daughter Liz and I had gone to Yoga Class and then had lunch on the deck of the Gristmill Restaurant overlooking the Guadalupe River. When we left, we took a narrow, two-lane road that curved and went sharply downhill toward the low river crossing. On our left was the high cliff where the restaurant sat. Ahead of us was the river. To our right, a short hill. The traffic was unusually heavy for that time on a weekday in the spring.

We saw nothing. Suddenly, the car rocked, the window exploded and all I could see was brown to my left. Then a hoof flashed into the cab, brushing against my face. It cut my forehead and my cheek, bent my glasses and put two little nicks on one lens.

A deer fell down in the middle of the road and then jumped up into the woods. I pulled over as soon as the road opened up on the right. Six cars pulled off with me. They were almost as freaked out as we were. They saw what happened and couldn't believe it. They said that the deer flew off the cliff, easily clearing the Escalade but descending rapidly and into my car. The cuts on my face were very small and shallow but being on my face, they bleed like crazy terrifying my daughter. After we got out of the car, she realized she had glass in her eye. The EMT's came and flushed out her eye.

My car had a couple of scratches and a small dent—but it's a 2001 VW Beetle so I was sure not going to worry about that. I had to replace the window and the glass in the side mirror—grand total \$175. The darn thing is built really well.

When we got home and showered the glass dust off, Liz said, "Well, that was the first time I ever had to call 9-1-1 and the first time that I'd ever been in the back of an emergency vehicle."

I said, "Well, you're turning 30 this year so I thought it should be a memorable one." Then I felt something odd in my mouth and plucked out a piece of glass wedged between my teeth. Then found two other pieces. Pretty bizarre experience. And when I take a turn, I can still hear glass shifting and sliding in the nooks and crannies of my car.

So I now I sit blissfully at home working on the third book in the **Lucinda Pierce Mystery** series as well as a true crime book about **Betty Neumar**, the 76-year-old woman arrested for the murder of the fourth of her five dead husbands.

And I am now twittering—or is that tweeting—whatever, my twitter url is [www.twitter.com/DianeFanning](http://www.twitter.com/DianeFanning).

**Editor's Note:** What do you think, folks? In the list of the genres Diane writes, shouldn't there be one about TALL TALES?

## **FUN STUFF, CONTESTS & OFFERS**

### **Great Sale on E-books**

**Fictionwise** is having a tremendous anniversary sale! Most books are going for only **\$3.50**. Several of our PT authors' books are there. Just go to <http://fictionwise.com> In the search box, select "author" and type one of our names, and click "go." Here are the PT authors you'll find:

**M.D. Benoit**  
**Joan Upton Hall**

**Mayra Calva**  
**Gloria Oliver**

**David Ciambrone**  
**Sylvia Dickey Smith**

**Jackie Griffey**

**June 15, '09 – last chance to enter this contest !**

**Win a FREE 7-day Caribbean Cruise for Two!**

(ongoing contest good until June)

Register with each purchase of a book by either **Sylvia Dickey Smith** or **Joan Upton Hall**.

Simply send proof of purchase (such as an Amazon.com invoice or book store receipt) stating the book title, and we'll fill out an entry card with: Your name, Address, City/State/Zip, and Phone and Email address.

Email either author: [jmuHall@aol.com](mailto:jmuHall@aol.com) or [sds@suddenlink.net](mailto:sds@suddenlink.net)

Please state: "Caribbean Cruise Sweepstakes" in subject line of email.

Choices of Sylvia's books at: <http://www.sylviadickeysmyth.com>

Choices of Joan's books at: <http://www.joanuptonhall.com/books.htm>. To order from this site, click either the **Amazon link** or **Barnes&Noble link** to pull up Joan's books at the online store.

## **READERS ASK AUTHORS**

### **Sylvia Dickey Smith on the HOT SEAT**

(as last issue's Featured Author)

**Reader asks:** What's the most unusual thing you've done to promote your books?

**Sylvia answers:** Well, I've been asked to do a lot of things to promote my books, but this is the first time I've been invited to participate in a magic show. A high school acquaintance named Felix Smith (good last name!) emailed me this week. He is also known as Felix, the Magician, at <http://www.felixthemagician.com/>. He asked if I'd like to join forces with him sometime. He'd do magic, I'd promote my books!

Hey, maybe he can pull a best seller out of his hat for me!

#### **HOT SEAT**

People are always asking us, "Where did you come up with (such-and-such character, idea, place, etc.)?" Okay, so here's YOUR chance to find out. Each month, we'll put the previous month's Author of the Month on the hot seat to come up with a short answer.

**M.D. Benoit** is our Featured Author for this month, so check out her website and books and ask away. **Of all questions received, we'll draw one. Please send your questions by the middle of next month.**

Send your question (**and a sentence or two about yourself if you desire**) to: [PageTurnerHome@aol.com](mailto:PageTurnerHome@aol.com) or to the author directly through her website shown on Page 1.

**If your question is chosen, we'll credit you.**

## FOR YOU READERS WHO ALSO WRITE

### What are you Twittering about? The scoop on Twitter by M. D. Benoit

There seems to be quite a frenzy around Twitter (<http://twitter.com>), especially since Oprah decided she was going to “twitter” or “tweet” with the best of them. Most people, however, seemed baffled by Twitter. “Who wants to know what I had for breakfast, or that my bunions hurt when it rains?” Well, there’s that. So, what is Twitter, who should use it, and why?

Twitter is a micro-blogging service, a kind of conversation similar to email or texting, but each message is limited to 140 characters (not words). It’s short, and making the message significant is as much an art as a science. The Twitter audience is divided in two: those whose messages you follow, and those who follow yours. You might want to follow what your favourite artist, author, politician, newspaper has to say, or you may have an interesting topic or opinion you want to share. People who have blogs use twitter to direct readers to their posts. Others will direct you to chat rooms for a particular topic of interest. “Tweets” from you and your followers appear on your Home page. Many businesses use Twitter not only to keep in touch with their customers but also to communicate with their employees. Some writers even use Twitter as a form of flash fiction, with each entry of 140 characters a story in itself.

Twitter is highly interactive and immediate and, like any social network, can be a lot of work, especially if you want to make your mark. A host of applications, such as Twellow (<http://www.twellow.com/>), a type of yellow pages for Twitter users can help you find people who have the same interest as you. With 4-5 million Twitterers, focus can be important. Twitter has developed its own etiquette and standards; applications (<http://twitter.com/downloads>) that manage what you see, what you get, who to follow and who follows you are growing faster than grass in the spring. If you’re interested in Twitter, the best thing is to start slowly, trying to find a few people you’re interested in. I’d recommend a desktop application such as TweetDeck (<http://www.tweetdeck.com/beta/>) or Thwirl (<http://www.thwirl.org/>), which sends you tweets in real time. The rest, as they say, will come. Oh, and by the way, you can follow me on Twitter @mdbenoit

**Have an article about writing or book groups?** If it would interest our readers, we’ll be happy to print it. We can’t pay at this time, but it will serve as a published clip with your byline. Reprints accepted with notice of first publication. [Submission guidelines](#):

1. Send as an attached Word document.
2. Up to 800 words (If editor condenses it, you will have a chance to approve before printing)
3. A short blurb about you as a writer and your website if you have one.
4. Email to: [PageTurnerHome@aol.com](mailto:PageTurnerHome@aol.com) or [jmuHall@aol.com](mailto:jmuHall@aol.com) with subject line: "PT submission"

## **How-to Advice a Couple of Clicks Away**

### **ONGOING COLUMNS for WRITERS:**

**Ask the Book Doctor:** Freelance editor, **Joan Upton Hall**, answers writers' questions. Past issues, first published in various newsletters, also appear on her own: <http://www.joanuptonhall.com/bb.htm> (scroll down and click the link for "Ask Doc" Q&A's).

**Here's a sample:**

### **ASK THE BOOK DOCTOR**

#### **Query about Queries**

Dear Doc,

I want to offer my novel manuscript to a publisher who doesn't require going through an agent. But I also intend to offer this manuscript to a literary agent. Would the same basic query letter work for both, or would the two be looking for different things?

—Letterly Confused

Dear Letterly,

First check the websites for guidelines of each, the editor of the publishing house and the agent. Then follow each set of directions exactly. However, as a general rule, both are looking for the same kind of query: one that indicates you have talent, know your craft, and would be good to work with.

Of course, all your contact information will be at the top, either as a letter head or your inside address. Include your email and professional website (not the cutesy one with your pets, children, hobbies, and the watermelon-eating contest you won while wearing a bikini). Time to start looking at your writing as a business, and if you don't have a website about that business yet, get one asap. With or without a website, compose your query letter. Find out the name of the person you are sending it to. Nobody wants to be called "Dear Editor." If you don't know, call the place of business and ask the receptionist the name of the person who reads your book's genre. Better yet, you may have met this person at a conference or read his or her book.

The following numbers indicate suggested paragraphs:

Begin your letter by (1) connecting with "Ima Publisher." Note where you met her and/or quote something she said/wrote (in a book or even on the company's website or *Writers' Market*) that pertains to your goals. You do have a reason for choosing her, right?

(2) Include the working title of your manuscript along with a logline that whets the reader's interest. Compose this logline with care as it will serve in other capacities as well. In fact, this is probably the same logline used in your synopsis. In a sentence or two, it should hook the reader and hint at what the story is about. It's the elevator pitch you'd use when you meet

Ima Publisher. To see examples, go to a bookstore and look at a few book covers (front, back, or book jacket flap) for loglines that intrigue you enough to make you look at the book further.

(3) Give a little more detail about your book, such as the character's conflicts and obstacles. Yes, that's in addition to the separate synopsis you have enclosed. If your letter hasn't held Ms. Publisher's attention up to this point, she may never get to the meat of your submission.

(4) Tell just enough about yourself to show that you are the best author, not only to have written this book, but also to promote it. Indicate that you have a marketing plan (This should be true, of course.). Tell Ms. Publisher that you look forward to her response, and that you will be happy to send the completed manuscript on request (include total word count).

You've got one page. Make it count.

Notice – Querying about nonfiction books isn't quite the same. One difference is that you do not necessarily have to have the book written. For a novel, don't waste the publisher/agent's time or your own by querying unless it is finished.

Go for it, but don't get so "letterly confused" that you mix up which letter goes in which envelope—Doc Joan

Have a question to share in this column? Email me at: [jmuHall@aol.com](mailto:jmuHall@aol.com) with "Ask the Book Doctor" as your subject line. If you want to remain anonymous, I'll address you by whatever pseudonym you sign. To see previous issues, go to: <http://www.joanuptonhall.com/books.htm>. Scroll past the book covers and click "Ask Doc" Q&A's.