

SCBWI-IL Publishing 101

With John Shableski in Conversation with Anny Rusk, NSN Co- Network Representative
29 February 2020 Event Outline

Before Submission-

What do you need to have ready to submit to an editor...what do they need to 'sell' your book to the rest of their house?

Query Letter to editors-what to include?

Can't be shy-what do you have to have in your back pocket if an editor is interested in your project?

During Acquisition-

What hoops do editors have to jump through to get the rest of their house on board so they can acquire your ms?

Specific steps that they have to through to get house to acquire your book.

If You Get A Book Offer-

Negotiating terms with agent, what to expect from your first book deal? How to be a good partner...3 second stare Steve Jobs negotiating...

Money talk for creatives

Advances-what can you expect?

How can I judge if a contract is fair?

Once You Sign A Book Contract-

What does your editor expect from you during the development process? (Ex. Building buzz for your book, how?)

Specifics on timeframe

Launch & Afterwards-

What will house expect from you during launch?

What specific support will house give you during launch and afterwards? Debut author, midlist author?

How to set up your own book tour?

How to set up school visits?

Speaking/Selling to libraries

Talking to booksellers (Only if self-publishing, or could a traditionally published author do this too?)

FYIs:

Trad publishing vs. Self-publishing, pros/cons

Practical Design issues

Work for hire hybrid