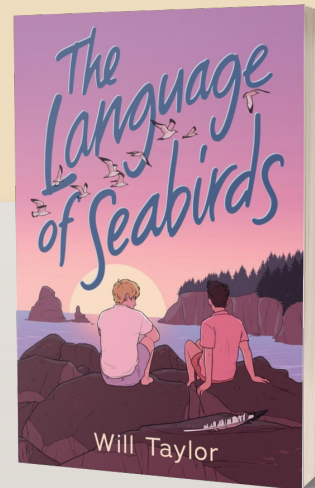
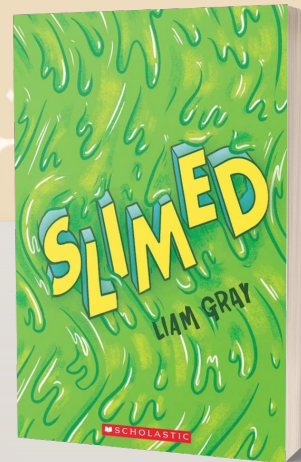


• WILL TAYLOR BOOKS •

STORIES & ADVENTURES
FOR CURRENT
AND FORMER KIDS



INTRODUCTION

- Why are we here?
- Today's goal is to leave you Rrr: *reassured, relaxed, and ready*
- Your notes are already taken

Got publishing questions? Join award-winning Seattle children's author Will Taylor (Scholastic; HarperCollins) for a 90-minute workshop to talk agents, editors, revisions, query letters, marketing, and anything else you're curious about. All genres, writing categories, and questions welcome!

SCHEDULE

- Intro (*me, my books, my publishing journey*)
- Publishing Structural Overview
- How to Research Agents
- How to Write a Query Letter
- **-BREAK-**
- Writing Tips from the Kids' Presentation (*optional*)
- Q & A

IT ME!



- Born and raised in Seattle
- Played soccer, tennis, French horn
- Massive reading, comics, & sci-fi/fantasy nerd
- Never stopped reading kids' books



MAGGIE & ABBY'S NEVERENDING PILLOW FORT

- Global network of pillow forts
- Kid secret societies
- Lonely whales and ghost mooses
- 2018



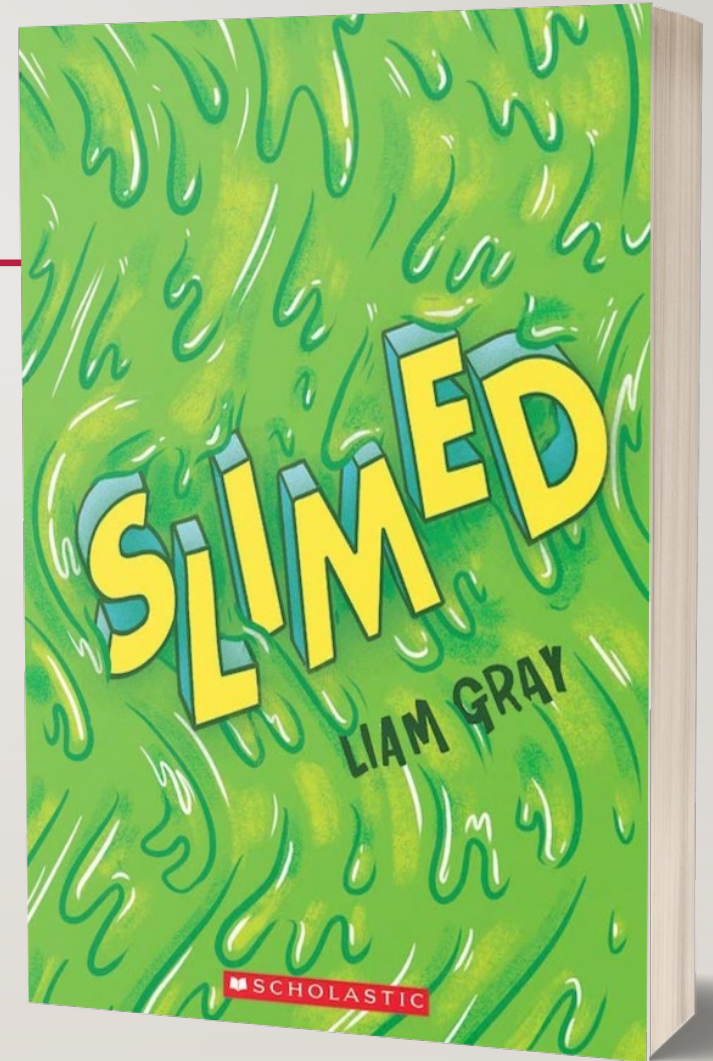
MAGGIE & ABBY AND THE SHIPWRECK TREEHOUSE

- Getting in trouble at summer camp
- Sneaking around palaces
- Unhelpful chickens
- 2019



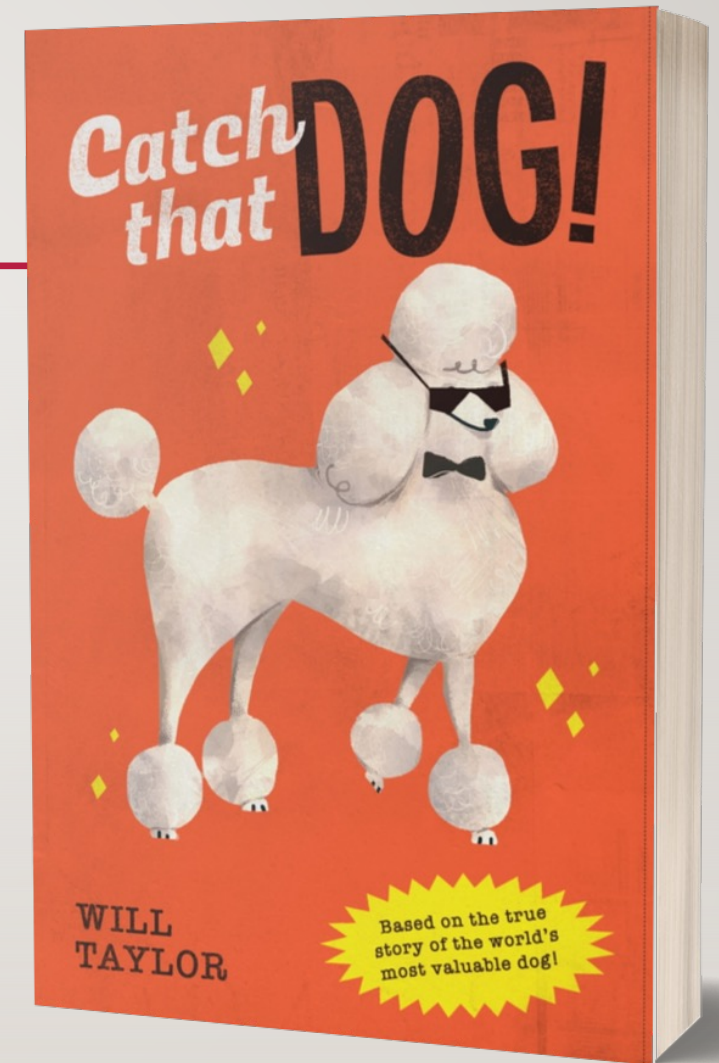
SLIIIIIMED

- Dangerous 4th-grade science experiments
- Grownups turning into slimebies
- Dog named Gilbert
- 2021



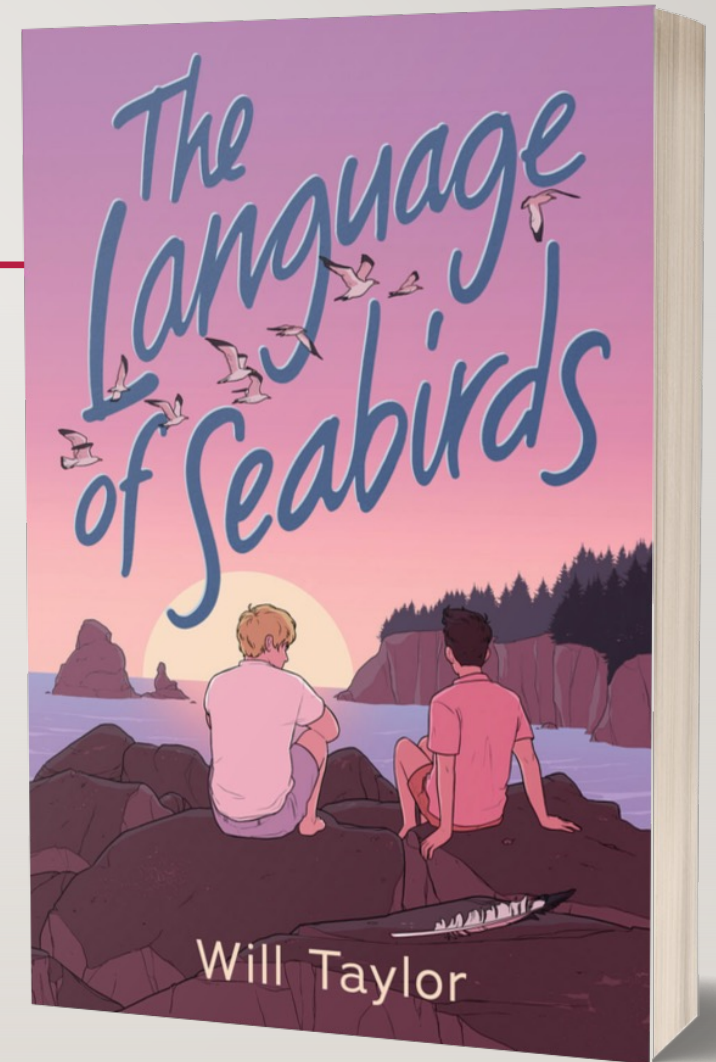
CATCH THAT DOG!

- True story! (Kind of)
- Grownups ruining everything
- Secret talents saving the day
- 2022



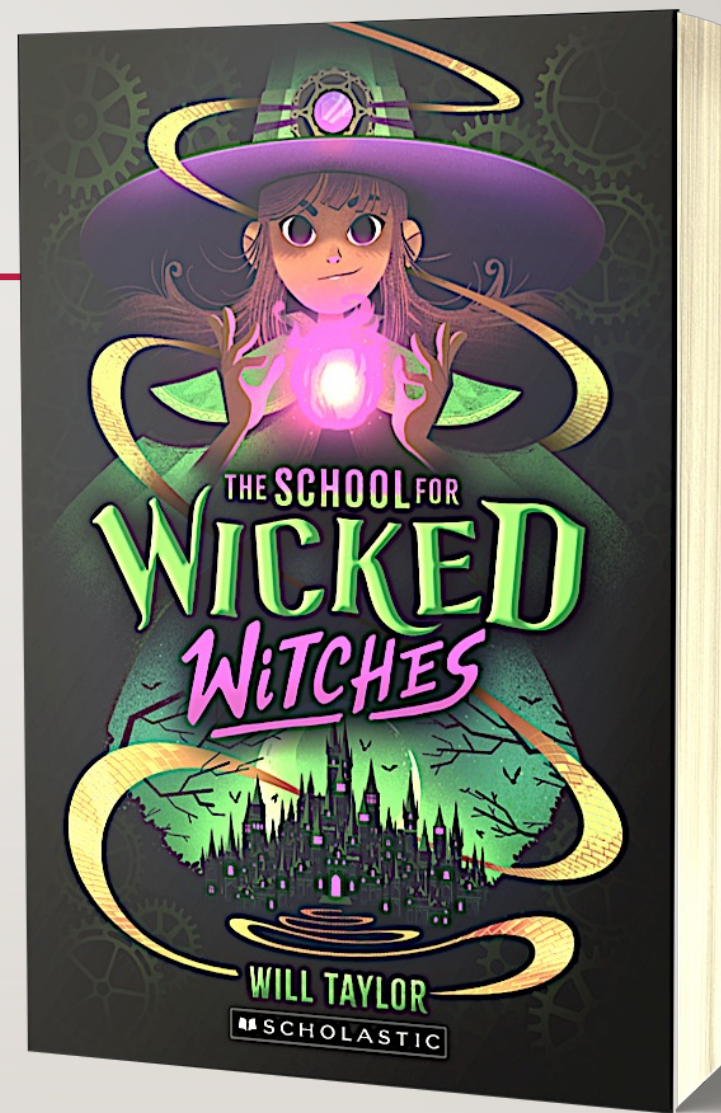
THE LANGUAGE OF SEABIRDS

- Queer summer vacation first crush story (think *Heartstopper* in middle school)
- Sneaking out at night to run around the beaches of the Oregon coast
- Inventing a secret bird code to confuse the grownups
- 2022



THE SCHOOL FOR WICKED WITCHES

- NEW! Oz-based magic boarding school
- Start of trilogy (so far)
- How to handle having way more power than people expect
- 2024 (*Books 2 & 3 coming 2025*)



MY PUBLISHING JOURNEY

- 2010 — started writing hoping to be published (age 28)
- 2016 — 6 manuscripts later found my first agent
- 2017 — 2-book deal with HarperCollins
- 2018 — 1st book out, changed literary agents
- 2019 — 2nd book out, HarperCollins passes on all my work
- 2021 — 1st Scholastic book out
- 2022 — 2nd and 3rd Scholastic books out
- 2024 — 4th Scholastic book out

REJECTIONS

Lit Agents: 110+

Manuscripts: 12
*(since being pubbed in
2018)*

PUBLISHING STRUCTURAL OVERVIEW

- Trad Pub vs. Indie vs. Self Pub
- Literary Agents
- Editors
- Imprints & Houses
- Publishers
- Advances, Royalties, Earning Out

HOW TO RESEARCH AGENTS

- Querytracker
- MSWL (Manuscript Wishlist)
- Acknowledgements of your favorite books

HOW TO WRITE A QUERY LETTER (1/3)

- Greeting
 - *“Dear Ms. LAST NAME” is always fine, name spelled correctly*
- Brief reference to why you chose them
 - *MSWL, their dog, they rep your favorite writer – some personal touch*
- Book Pitch

TITLE is a CATEGORY GENRE that tells the story of CHARACTER who must overcome OPPOSING FORCES to DO X before TERRIBLE STAKES HAPPEN.

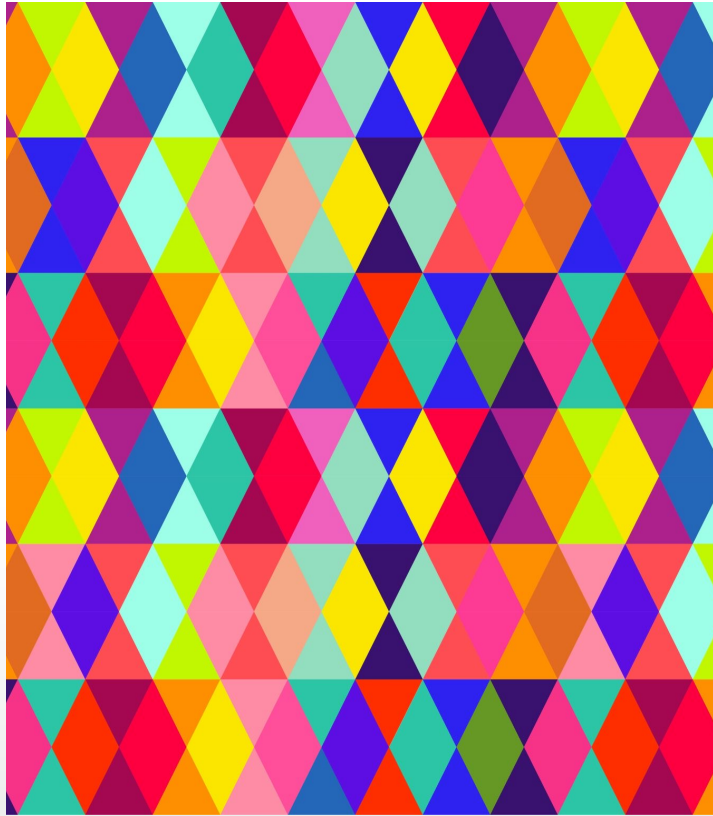
- *You are giving them a preview of the marketability (sales language)*
- *Tempt them like back cover copy, make them need to find out what happens*

HOW TO WRITE A QUERY LETTER (2/3)

- Comps (compare to existing titles)
 - *prove audience, help them visualize your book on the shelf*
 - *“MYTITLE will appeal to fans of NAME’S BOOK SERIES and BOOK TITLE by SUCCESSFUL AUTHOR.”*
- Attach writing sample EXACTLY as they ask you to
 - *“The manuscript is complete at ## words. I have included/attached sample pages as requested.”*
- *“Thank you for your consideration; I look forward to hearing back.”*

HOW TO WRITE A QUERY LETTER (3/3)

- Things to remember
 - Most agents receive 50-100 queries every single day
 - Your query will probably be read and filtered by an assistant
 - Your goal is to be PROFESSIONAL, BRIEF, COMPELLING, and POLITE
 - Your letter is a preview of YOU and how working with you might be
 - You are attempting to begin a relationship with another human being
 - If they sign you, the agent will then be writing query letters of their own to editors. Give them a great head-start with yours. Make their job easier.
 - This goes up the chain to publisher, sales team, booksellers, readers, etc.



THANKS FOR COMING!

- Today's goal was to leave you Rrr! about publishing
 - *reassured*
 - *relaxed*
 - *ready*
- Your notes are waiting at willtaylorbooks.com

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