AN AGENT AND EDITOR TALK ABOUT THE PUBLISHING PROCESS

Eavesdrop as two industry veterans discuss book publishing. Topics may include but are not limited to the following:

Who’s on first? The key players in the book publishing business

To market to market, to pitch a great book: Agents and editors as matchmakers

Pick me, pick me: what gets you and your proposal noticed (by both of us)

Decisions, decisions: How publishers make publishing decisions

Deal or No Deal: A few things you should know about the financial side of publishing

It’s a dirty job, but somebody has to do it: After the ink on the contract dries, somebody has to write the book. And edit it. And design a cover. And…

It ain’t over until somebody markets the book: The expanding role of author as marketer.

That is so 2012! Ebooks, self publishing opportunities, and the continuing role of traditional publishers.