

Your name and address

Your Phone

Your e-mail

Your PICTURE

Title of Your book

THE MAIN IDEAS ARE 1. BE PROFESSIONAL. 2 HAVE IT LEAD TO YOUR GOALS. \$
PROVIDE A BULLETED LIST OF INFORMATION ABOUT YOUR PROJECT. THE IDEA IS NOT TO HAVE A BORING PAGE OF PROSE THAT THE PERSON WILL SKIM OR NOT READ. IN MY CASE, I HAD A LOT OF THEM, SO I SEPARATED THEM WITH A SPACE BETWEEN LOGICAL SUBJECTS. IT IS BETTER IF YOU DO NOT RUN OVER TO THE NEXT PAGE, WHICH IS BACK TO BACK WITH THE FIRST.

FOR FICTION IT IS A GOOD IDEA TO TRIGGER THE AGENT/PUBLISHER'S THOUGHTS WITH SUGGESTIONS ON MOVIE STARS WHO MIGHT FIT YOUR CHARACTERS.

EXAMPLE: The first bullet answers the question, "What is the book about?"

- A powerful zealot, Francis Xavier Magee (think Alan Rickman) manipulates kidnapping, murder and technology in a fact-based fictional account of stealing a senatorial election.
- The Protagonist, Dan (The Cat) Haggerty (think Russell Crowe) and his girlfriend Beth Olson (think Renee Zellweger) witness their friend's murder, shackling Dan in a horrible memory.

I SEPARATED THE FICTIONAL PART WITH SOME FACTS. EXAMPLE:

- The Bush-Gore election fiasco was not the ultimate in election fraud.
Experts insist that unscrupulous hackers and zealots can manipulate your vote.
- In 1986, fifty thousand votes would have kept the Republican majority in the Senate.
- The Iran Contra affair was exposed the day before the 1986 election.

I FOLLOWED THIS WITH A BULLETED SYNOPSIS OF THE STORY

EXAMPLE:

- In short, action-packed chapters, Nelson Wallace (think Chazz Palmieri) has Beth kidnapped, beaten, and drugged, then lures The Cat to Williamsburg

BIO

MOST IMPORTANT ONES AT THE TOP AND YOU MUST BE SPECIFIC. FOR EXAMPLE I STATED THAT I COMMANDED THREE DIFFERENT SHIPS BUT TEACHER SAID PUT DOWN WHAT THEY WERE.

THE TEACHER INSISTED THAT I USE A HUMANIZING SKILL THAT THE PROTAGONIST HAS, HE WAS/IS A DRUMMER/PERCUSSIONIST, WHICH WILL BE USED IN THE STORY.

PUBLISHING CREDITS (IF ANY)

PLATFORM FOR YOUR SALES

EXAMPLE- I USED MEMBERSHIP IN PERTINENT GROUPS, SPEAKING OR TEACHING COURSES,

COMPETITION:

I HAD TO SEARCH ON LINE AND FOUND MOSTLY NON-FICTION BUT DID FIND TWO NOVELS. I READ ONE AND IT WAS VERY GOOD. SO FAR I HAVEN'T BEEN ABLE TO FIND THE OTHER EXCEPT PERHAPS IN USED BOOK STORES. THE SURPRISE IS THAT MY ANTAGONIST IS FRANCIX XAVIOR MAGEE, AND THE MISSING BOOK USES FRANCIS XAVIER MEEHAN. CLOSE.

MARKETING:

YOU MUST BE SPECIFIC. A few Examples:

- The author will partner with the publisher and will take entrepreneurial responsibility for promoting the book in the years following publication.
- The author owns the domain name Stolen Votes and ten suffixes.

AND MORE

NOTE: "thank you for your gracious request asking if it's appropriate to share the Tell and Sell info with your writing group. Yes, you are welcome to do that -- and I appreciate you letting them know this is a proprietary format that I've developed after 15 years of working with top agents and editors and learning what works and what doesn't work. If they want more information about the format, they're welcome to check out my website at <http://www.samhorn.com/> and the CD series that's called Stop Wishing - Start Writing."