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The Publishing Industry

What is it, and how do you break into it?

Part One – From Manuscript to Industry

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The Creation of a Masterpiece

Manuscript: (Creation and Formatting)

- In almost every case, if you are not published in the fiction world, you will need a completed manuscript before anyone will even consider looking at your work.
- This is your resume.
- Do everything you can to make this as polished as it can be.
- Read and follow submission guidelines.

Editors: (Book Doctors/Content Editors, Line/Copy Editors, Proof Editors)

- While every editor can do all of the types of editing needed to produce a well-groomed book, each will be best at only one of them.
- Non-fiction and fiction editors are not the same.
- A Book Doctor/Content Editor is someone who looks at the story as a whole.
- A Line/Copy Editor is someone who is very good with paragraph and sentence structure.
- A Proof Editor is someone who is very good with punctuation and grammar.

The Gatekeepers

Agents: (What is their Job?)

- Agents are your front line sales force.
 - They personally know the Acquisition Editors with the publishing houses, and can get face time with them.
 - They give you your first industry credibility.
 - Publishers are more comfortable working with Agents, as opposed to the Author.
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Query Letters: (Why they are so important.)

- A common way to reach agents is through Query Letters. These are designed to give a quick overview of the author, project, and marketing strategy of the project to help the Agent decide if this is a project they wish to take on. These are divided into three to five paragraphs...
 - The first paragraph is known as “the hook” or the “elevator pitch.” This is the “commercial” for your book.
 - The second paragraph is the “mini-synopsis” where you distill your 100,000 word manuscript down to a single paragraph. (Yea!)
 - The third paragraph is where you tell about yourself, and why you are the person to write this story.
 - The fourth paragraph is about how you will be aiding in the marketing and selling of this project, should it become published.
 - The fifth paragraph is your closing. Please say thank you here.
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The Movers and Shakers

Traditional Publishers: (Why they work.)

- They pay for everything on the publishing side
 - This is a business, and projects for them are an investment
 - Which is why they are so picky about new authors – it all boils down to monetary risk.
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Acquisition Editors: (Not to be confused with Editors.)

- The person the Agent meets with.
 - They pick the projects they take to the “group.”
 - They are your “inside cheerleader.”
 - They are/can be your editor.
 - The last reader before it goes into production.
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The Contract: (Your Legal Rights. What it means to “Get a Publishing Contract.”)

- You are selling your project away.
 - You can negotiate, just understand your position.
 - Most first-time authors have very little negotiating power.
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Literary/Entertainment Lawyers: (Are they worth the money?)

- They are expensive.
 - If you have an agent, they should fill this role.
 - Great independent source of information if you are lacking in knowledge.
 - Be careful with the info they give you. Make your own decisions.
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Self Publishing: (Why it is destroying this industry.)

- Many who self-publish do so after they are rejected by the industry.
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Self Publishing: (When it should be done.)

- For me, there are three legitimate reasons to self-publish:
 - You have a Platform
 - You are in a Niche Market
 - You are doing something for yourself
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Creating the Product
(I add these here for completeness)

Cover Design: (Artists, Marketing Appeal, Design.)

Typesetting: (The creation of the book.)

Printers: (The Cost of Production.)

eBooks: (The Programming.)

eBooks: (The Platforms.)

Audio Books: (Creation, and Markets)

End

Thank you for your time and attention. I hope you found it informative. I have started a blog dedicated to the discussion of the craft of writing. If you have specific questions, please send them to me at author@maxadrake.com and I will include them on blog.maxwellalexanderdrake.com.

I am on Facebook and Twitter as well. Please look me up.

If you want to help further my teaching career, please visit <http://www.meetup.com/Las-Vegas-Creative-Writing-Class/> and review this class. It would be a tremendous help to me.

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