



Publishing Intensive

Saturday, October 10th, 2020, 9:00 AM – 12:15 PM

Sunday, October 11th, 2020, 9:00 AM – 12:15 PM

\$165 for members / \$175 for nonmembers

To submit your work to compete for a 20-minute conversation with a literary agent, email up to ten double-spaced pages with standard 12-point Times New Roman font and one-inch margins to rachel@lighthousewriters.org by October 6 no later than 11:59 PM. An outside judge will pick the strongest submissions and winners will be contacted by email by October 9.

In the subject line write: Submission for (name of agent)

At the top of every page of your submission include: a page number, your first and last name, the genre of your submission, and your email address.

For information on the agents, please see the bottom of this PDF.

Schedule

Saturday, October 10th, 2020

Session 1

9:00 to 10:30 AM

Small Press, Big Heart: Publishing in the Small Presses

Instructor: Robert McBrearty

Publishing in the small presses has its own special rewards. More often than not, there is warmth, support, long-lasting relationships with editors, and an openness to particular styles and ways of telling stories. The door to commercial publishers can be narrow, but the door into small press publishing is wider. Publishing with a small press is a victory in itself, and it can be a stepping stone to the commercial presses. This class will cover differences between commercial and small press publishing, the different types of small press publishing, and ways of breaking into the small presses including literary magazines.

Marketing Your Book

Instructor: Mathangi Subramanian

How do you get people to read your book once it's published? What can you do in advance to be ready for publication? In this session we'll discuss a variety of ways to spread the word about our books, including participating in readings, placing essays in mainstream publications, and leveraging social media. Throughout, we'll reflect on what methods work best for each of us, and

think realistically about what we can and want to do post-publication. Most importantly, we'll discuss how to define success for ourselves, and how to take steps to enjoy our publication process as much as possible. Appropriate for writers who are both pre- and post-publication. While many avenues of marketing self-published and traditionally published books overlap, this class will focus primarily on the marketing of traditionally published books.

Panel Discussion: Publishing for Marginalized Voices

Panelists: Sonali Chanchani, Chelsea Hensley, and William Johnson

Join us for a panel with agent Sonali Chanchani of Folio Literary Management, agent Chelsea Hensley of kt literary, and William Johnson of Lambda Literary, moderated by author Manuel Aragon, in which we'll examine the topic of publishing for marginalized voices from all angles. We'll ask ourselves hard questions and will gladly accept any from the audience.

Sonali began her career in publishing with an internship at Kaya, an independent press dedicated to publishing authors from the Asian diaspora. She joined Folio in 2015, where she's worked closely alongside Claudia Cross and Frank Weimann on a range of fiction and nonfiction titles. Books have always been a way into the world for Sonali—a chance to experience a new perspective, whether in a far-off time and place, or just around the corner. She loves stories that lift her up and take her somewhere new, or turn her around and re-frame the world. She is especially interested in reported narratives that advance our current conversations about race, class, gender, and/or politics. An advocate for authors from marginalized communities, she's keen to represent a diversity of voices.

Before joining kt literary, Chelsea was a freelance editor and perpetual publishing intern. In 2018 she mentored in Pitch Wars and most recently was an editorial intern at Page Street Publishing where she assisted on titles from Addie Thorley and Breanna Shields. She has a BA in English from the University of Missouri and lives and works as a bookseller in St. Louis, MO. She likes fresh and imaginative sci-fi and fantasy; dark and twisty mysteries and thrillers; and whipsmart protagonists. She is interested in working with authors belonging to groups traditionally underrepresented in publishing, especially black authors. When she isn't working, she can be found playing Dungeons & Dragons, watching *The Golden Girls*, or playing with her dog.

William Johnson is a Brooklyn-based essayist, cultural critic, and editor. His writing has appeared in numerous art catalogs and periodicals: *Boy Book: A Pictorial Study Of Urban Male Nudes in a Contemporary Urban Setting*, *A Question of Beauty*, works by Anika Wilson, and "I Knew It Was Your Arm..." works by Doug Group. He is a contributing arts and culture writer for *CrushFanazine*. He is also the editor and publisher of *Mary Literary*, a literary journal dedicated to showcasing queer/gay writings of artistic merit.

Session 2

10:45 AM to 12:15 PM

Low(er) Stress Submitting: What You Need to Know about Submitting to Lit Mags **Instructor: Jennifer Wortman**

Submitting to literary journals can be stressful! Some of the stress is inevitable, but with the proper knowledge, much of it can be avoided. In this class, we'll talk about how to simplify the submission process, focusing on what's most important and what's not worth sweating.

What Am I Doing Wrong? I've Been Submitting and Nothing is Working!

Instructor: Tiffany Tyson

You've written a book and now all you need is some agent or editor to fall in love with your story and publish it. Yet when you send out queries and sample pages, you get form rejections or, worse, no response at all. Sound familiar? The business of submitting a manuscript can be frustrating, but it needn't be mysterious. We'll break it down and discuss concrete strategies for positioning your manuscript (and yourself) in the best possible light. We'll talk about common mistakes and how to avoid them. And we'll discuss how to make sure your manuscript is really ready for submission; how to target the right agents and editors for your work; how to make your query more compelling; how to interpret and respond to rejection; and more.

Introduction to Independent Publishing

Instructor: Bernadette Marie

Looking at venturing into publishing your book on your own, or do you have rights back to previously published work? This course will walk you through the basic steps to getting your work on major platforms and in print. We'll also discuss the business behind independently publishing, including editorial, design, marketing, and more.

Sunday, October 11th, 2020

Session 3

9:00 to 10:30 AM

What I Wish I'd Known Before Publishing a Book

Instructor: Sarah Elizabeth Schantz

What should you expect? What should you be doing before, during, and after publication? And what should you avoid when it comes to publishing your first book? Participating writers will be given the opportunity to learn from the instructor's stumbling and fumbling to find her way. We'll discuss small press versus the Big Five, agent or no agent, as well as how and why to build a portfolio.

Roundtable with agent Sara Megibow of kt literary

In this unique opportunity, seven authors are given the opportunity to have the first ten pages of their work read in advance by agent Sara Megibow. During this round table, Sara will discuss how best to pitch each novel for publication as well as offer up suggestions on strengthening craft and answering any questions. This is an opportunity to both peek behind the curtain and learn how agents are interpreting the pages you send them and shape your own pages to hook the attention of whatever agents you send it to.

Participants can have a completed or not-yet-complete manuscript. If completed, the book must not have been previously published or currently under contract with a publisher or scheduled for self-publishing. Participants must be in one of the following genres: middle grade novel, young

adult novel, romance novel (any sub-genre), or sci-fi/fantasy for the adult market. No women's fiction, picture book, memoir, cross-genre or "I'm not sure what the genre is."

The Art of the Pitch For Memoir and CNF Writers

Instructor: Karen Auvinen

Whether you are looking for an agent for your memoir or querying publishers with a nonfiction book idea, you want to present your work as effectively as possible. This workshop details how to pitch your work to different audiences (agents/publishers) and includes an outline of key components of the proposal, as well as tips to writing effectively.

Session 4

10:45 AM to 12:15 PM

Query Letter Clinic with agent Eric Smith of P.S. Literary

If you are struggling with your query letter, this is the session for you! Each participant will email a draft of their query which will be screen-shared during class. Every participant will receive feedback from Eric Smith, who reads hundreds of queries, as to how to strengthen it such that it will be more likely to grab the attention of whatever agent you send it to. The do's and don't's of query letters will be covered and there will be some time for questions. Not for the faint of heart, as you will be getting direct feedback on your work in front of other writers. All genres of prose welcome!

How Do I Know When My Book is Ready to Submit?

Instructor: Rachel Weaver

This can be one of the hardest questions to answer on the path to publication. Often, the only reason a book isn't getting picked up by a publishing house or agent is because it's not quite ready. But how do you know? You're sick of revising, but that's not a great reason to decide it's ready to go. In this class, we'll cover a checklist of sorts to help you feel confident you are not jumping the gun or constantly revising a finished book.

Panel Discussion: Distribution and Sales for Self-Published Authors

Panelists: Jim Ringel and Melissa Serdinsky

Self-published authors—what is your strategy for selling books? Jim Ringel and Melissa Serdinsky of Colorado Independent Publishers Association will discuss three models for you to consider: being your own sales rep, selling through a wholesaler, and selling through a distributor. We'll present guidelines to help evaluate each, including the two questions every book seller and distributor ask when considering whether to represent you. We'll dive into the financials to consider, including how to competitively price your book and touch on marketing strategies for the different publishing approaches. We'll also have time for a little Q&A at the end to address any specific questions.

Jim Ringel is the president of the Colorado Independent Publishers Association (CIPA), a nonprofit cooperative of authors, independent book publishers, and publishing professionals providing the resources for independently publishing a book. Their motto is "Do it yourself without doing it alone."

Melissa Serdinsky has been working hands-on in the bookselling and publishing universe for over 30 years. She started at BookStop #1 in Austin, TX and found her way to NYC publishing where she worked for 10 years in a variety of roles ranging from advertising assistant at Macmillan Publishing to acquisitions manager at Sterling Publishing. In Colorado, she found her publishing family at the Perseus Books Group (PBG) where she put all the tools in her toolbox to good use. During her tenure as Vice President of Manufacturing and Digital Operations, she developed an industry-leading digital print program, ran a lean manufacturing program, and was instrumental in the creation of a digital distribution service supporting over 200 publishers. With Ingram Content Group, she ran a nimble publisher success team for 300+ publishers across five Ingram Distribution brands. Melissa now works independently with publishers to overcome operational pain points to grow their business through her new venture Thin Air Collective.

Agents for Submission Competition

Sonali Chanchani

In fiction, she is looking for character-driven literary fiction and upmarket women's fiction with a strong, distinctive voice. She's particularly interested in smart, funny novels about identity and coming of age, braided narratives of friendship and/or family, nuanced psychological suspense, and elevated crime fiction. Across the board, Sonali loves books that center female voices and blend emotional depth with sharp, witty insights. She also gravitates towards lyrical, atmospheric stories with tension simmering beneath the surface. In general, she has a soft spot for small towns, quirky characters, historical settings, magical realism, and elements of folklore or mythology.

In nonfiction, she's looking for narratives and collections that illuminate some aspect of our society or culture with an eye towards social justice. She is especially interested in reported narratives that advance our current conversations about race, class, gender, and/or politics. An advocate for authors from marginalized communities, Sonali is keen to represent a diversity of voices. She represents the following genres: book club fiction, literary fiction, women's fiction, thriller, nonfiction, narrative nonfiction, and mystery.

Chelsea Hensley

Before joining kt literary, Chelsea was a freelance editor and perpetual publishing intern. In 2018 she mentored in Pitch Wars and most recently was an editorial intern at Page Street Publishing where she assisted on titles from Addie Thorley and Breanna Shields. She has a BA in English from the University of Missouri and lives and works as a bookseller in St. Louis, MO. She likes fresh and imaginative SFF, dark and twisty mysteries/thrillers, and whipsmart protagonists. She is interested in working with authors belonging to groups traditionally underrepresented in publishing, especially Black authors. When she isn't working, she can be found playing Dungeons & Dragons, watching *The Golden Girls*, or playing with her dog.

Eric Smith

Eric Smith is a literary agent at P.S. Literary, with a love for young adult books, literary fiction, sci-fi, fantasy, and non-fiction. He's worked on award-winning and *New York Times* bestselling titles, and began his publishing career at Quirk Books. A frequent blogger, his ramblings about books and the publishing industry regularly appear on Book Riot, *Paste Magazine*, and

Publishing Crawl. He also occasionally writes books when he finds the time, like his latest, *Don't Read the Comments* (Inkyard Press).