

# ***The Complete Guide to Hiring a Literary Agent***

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## **Chapter 1: Why You Need An Agent**

1. What Literary Agents Do
  - A. Checklist of what agents do
  - B. Typical day in the life of a literary agent may include:
2. The Publishing Industry
  - A. The six large publishers
  - B. How traditional publishing works
    - i. Checklist of factors publishers consider several before committing to develop a book
    - ii. Sidebar of percentages of fiction/nonfiction books published & first-time authors
    - iii. What happens after a traditional publisher has purchased a book
      - a. Take editorial control of the content
      - b. Design the book cover and sales copy
      - c. Prepare the book for printing
      - d. Print the book
      - e. Prepare promotional material
      - f. Market the book
      - g. Handle distribution
      - h. Store returns
3. The Benefits of a Literary Agent
  - A. An agent understands which editors would be interested in your work
  - B. Agents are aware of changes in the industry
  - C. Editors prefer agent submissions
  - D. Agents ensure your manuscript is read
  - E. An agent can ensure a better deal and create a bidding war
  - F. Agents understand publishing contracts and are experienced negotiators
  - G. An agent acts as a buffer
  - H. An agent will ensure you receive better subsidiary rights
  - I. An agent has contacts to help your career
  - J. An agent is your advocate
4. How To Know When You Are Ready for an Agent
  - A. Have you explored all options for publishing your book?
  - B. Have you researched agents and created an agent file?
  - C. Do you have a pitch package?
  - D. Is your book proposal or manuscript polished?
  - E. Is your novel or book idea marketable?
    - i. Does a nearly identical book already exist?
    - ii. How large is the potential audience for your book?
      - a. How to research the market
    - iii. Does your book have series potential?
  - F. Do you have a platform and strong promotion plan?
  - G. Have you mapped out a writing career?
  - H. Checklist for Writers
5. Interview: Expert Advice from a Literary Agent (interview)
6. Case Study: Published Author