

IRRESISTIBLE QUERY LETTERS

WANT TO CRAFT AN IRRESISTIBLE QUERY?

FOR WRITERS WHO:

- Are starting to submit manuscripts for publication
- Have had poor responses to their query letters
- Need help to improve their queries
- Want guidance with electronic queries

This full-day workshop can reduce writers' rejection rates by at least 25%. Participants gain the knowledge, skills, and confidence to approach book and magazine editors and 'get published.'

WRITERS WILL LEARN:

- The essential components of an irresistible query letter and how to write them
- How to grab and hold an editor's attention
- How to correctly submit a query letter electronically and via snail mail
- How to manage the follow-up

This workshop ensures that your query letters result in an invitation from editors/agents to see more of your work. Using a lively PowerPoint presentation, a unique questionnaire, annotated examples, and exercises, participants learn to craft the hook, summarize the article or book, develop paragraphs about the market and the competition, compose their bios, as well as select supporting documents. Participants have an opportunity to critique examples or their own drafts.

"..a fantastically informative workshop...very professional and articulate."

"Very charismatic...wonderful teacher"

Surrey's Mini-conference for Writers, March 2003

"Highly detailed, well targeted sales methods. Excellent techniques."

"I was impressed with the organization and inclusive nature [of the workshop]."

"Very valuable stuff! I would pay double for a longer program!"

Students of Creative Writing Diploma program, March 2002

...from inspiration to publication!™



Julie H. Ferguson believes writers need practical assistance, current information, and support from published authors throughout their journeys to publication. So far, she has guided hundreds of aspiring authors towards publishing success through her workshops and individual coaching. Penguin Canada, Whitecap, and Harper Collins, to name three, have published her clients' books. Julie's mission: to improve manuscript acceptance statistics in Canada, one writer at a time.

A working non-fiction writer for 35 years, Julie is the author of five books for writers. These include *Book Magic: Turning Writers into Published Authors* and *Crafting Irresistible Query Letters that Result in Publication*, as well as three non-fiction books on Canadian history.

Not only is Julie a successful author, she is also an accomplished speaker and trainer, who presents annually at the Surrey International Writers' Conference and instructs at Vancouver Community College. Julie's keynotes and many break-out sessions include *Writing with Power!!*, *Brainstorming Brilliant Bios*, *Leery of Queries*, and *Writing Online Simplified*. Her honest, one-on-one coaching practice guides writers who seek either commercial or self-publication for their books and/or articles.

Julie is a proud member of Federation of BC Writers, the Plain Language Association International, and formerly of the Canadian Association of Professional Speakers.



To confirm Julie's availability, call
Beacon Literary Services

P: (604)469-1319
F: (604)469-1316
info@beaconlit.com
www.beaconlit.com