

IRRESISTIBLE QUERY LETTERS

WANT TO WRITE AN IRRESISTIBLE QUERY?

FOR WRITERS WHO:

- Are starting to submit articles for publication;
- Want to master the components of query letters for articles and/or books; or
- Need help to improve their own letters.

WRITERS WILL LEARN:

- **The essential components of an irresistible query letter;**
- **How to get and hold an editor's attention;**
- **How to submit a query letter electronically and via snail mail;**
- **How to follow-up afterwards.**

This workshop details the purpose and requirements for article and book query letters that result in an offer to publish.

Using overheads, examples, a unique questionnaire, and exercises, participants learn to craft the essential components: the hook, the summary of the article or book, about the market, about the competition, about the author, and supporting documents.

Students will have an opportunity to critique their drafts.

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

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

"Make the session a full day."

"Good handouts and offered connection for support after course via e-mail."

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

Students of Creative Writing Diploma program, March 2002



Julie H. Ferguson has been writing successfully since 1971. She has had her work published in local, national, and international magazines, as well as on the web, about subjects as diverse as submarines and writing. Her first book, *Through a Canadian Periscope: the Story of the Canadian Submarine Service*, was published by Dundurn Press in 1995. Four of six publishers were interested in *Periscope* and two made offers. Canadian booksellers chose it for *Books for Everyone* for Christmas 1995 and *Periscope* sold two thirds of its print run in the first two months. Her second book, *Deeply Canadian*, was published in late 2000 as a download, a CD, and a book.

Not only is Julie a successful author, she is also an accomplished speaker and trainer who presents at writers' conferences and groups, as well as at a community college. Her acclaimed workshop series, *Get Published on Your First Try!* has assisted dozens of aspiring authors to submit their work for publication with confidence and success. Organizations such as the World Ship Society and the National Press Club in Ottawa have enjoyed her lively, well-illustrated presentations on Canadian naval history and she has appeared on national and local radio.

Julie is a proud member of the Federation of BC Writers and the Canadian Association of Professional Speakers.



If you wish to learn more about this course, please contact the

Surrey Creative Writing Diploma
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or

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...from inspiration to publication!