

# HOW TO WOW A PUBLISHER

GEORGE PORTER



**A PUBLISHER WANTS YOU TO SUCCEED**

**“EVERY VETERAN EDITOR CAN TELL IN TWO MINUTES WHETHER  
THEY ARE GOING TO REJECT YOUR MANUSCRIPT OR NOT.”**

**--JERRY JENKINS**

## **Why does an editor reject a manuscript?**

- 1. Author not ready**
- 2. Too much competition or similar**
- 3. Not reading publisher's guidelines**
- 4. Poor Grammar and Language**
- 5. Didn't Start Strong**
- 6. Weak Platform**

# **FOLLOW THE PUBLISHER'S GUIDELINES**

# **A GREAT TITLE**

- 1. High Concept**
- 2. Original**
- 3. Meets a Felt Need**

## **WHY A NON-FICTION GETS TOSSED**

- Too academic
- Too narrow in scope
- Not enough author recognition
- Beyond the author's credentials
- Too much editing required
- Too expensive to produce
- We don't publish this genre

# **COMMON FICTION MISTAKES**

- **NO CONFLICT. TOO MANY HAPPY PEOPLE IN A HAPPY PLACE.**
- **WEAK, SWEET, SLOPPY, BORING DIALOGUE**
- **PREDICTABILITY**
- **SHALLOW CHARACTERS**
- **CLICHES**
- **TOO MUCH BACK STORY**



**STUDY THE CRAFT OF WRITING**  
**LEARN TO SELF EDIT**

# **SAMPLE OPENINGS**

**IT WAS A BRIGHT COLD DAY IN APRIL, AND THE CLOCKS  
WERE STRIKING THIRTEEN.**

# **SAMPLE OPENINGS**

**THE REASON THAT GENERAL LEE INVADED  
PENNSYLVANIA IN JUNE, 1863, WAS TO DRAW THE ARMY  
OF THE POTOMAC AWAY FROM RICHMOND.**

# **SAMPLE OPENINGS**

- **IT MUST HAVE BEEN 1963, BECAUSE THE MUSICAL OF DOMBEY & SON WAS RUNNING AT THE ALEXANDRA, AND IT MUST HAVE BEEN THE AUTUMN, BECAUSE IT WAS SURELY SOME TIME IN OCTOBER THAT A PERFORMANCE WAS SERIOUSLY DELAYED BECAUSE TWO OF THE CAST HAD SLIPPED AND HURT THEMSELVES IN B DRESSING-ROOM CORRIDOR, AND THE REASON FOR THAT WAS THAT THE FLOOR APPEARED TO BE FLOODED WITH SOMETHING STICKY AND GLUTINOUS.**

# **SAMPLE OPENINGS**

- **IT'S NOT ABOUT YOU.**

# **SAMPLE OPENINGS**

- **IN THE BEGINNING GOD CREATED THE HEAVEN AND THE EARTH. AND THE EARTH WAS WITHOUT FORM, AND VOID; AND DARKNESS WAS UPON THE FACE OF THE DEEP. AND THE SPIRIT OF GOD MOVED UPON THE FACE OF THE WATERS.**

**WELL WRITTEN**  
**ORGANIZED**  
**WORTHY**



# George Porter

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