

Literary Agent and author, Wendy Keller, shares the twelve costliest mistakes that many authors make and provides sage advice for avoiding them.

The Twelve Costliest Mistakes Authors Make... And how YOU can avoid them!

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By Wendy Keller

Literary Agent, Author, Speaker

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HOW CAN I BE ABSOLUTELY SURE I'VE GOT A GOOD AGENT?

So what about YOU? What about you the author who already knows what an agent can do for you? How do you choose an agent? How do you make absolutely certain that you have the RIGHT AGENT for you AND your book? This Special Report will show you precisely what you need to look for, what mistakes authors make and how to get the right agent to sign you on and work hard for you.

The initial step in finding an agent is to get referred to one by a published friend or by an editor. In the case of our agency, a lot of editors refer clients to us whose books they want to buy. But most new novelists *don't know any editors or published friends to ask*, so they start with query letters. You've already done that. You probably got quite a few positive responses to your idea, assuming it is wonderful and were delighted and a little bit confused by all the different styles of responses to your note.

Some agents sent you personalized letters – maybe this made you feel like they really read your query letter and cared about your book. That's great. Some maybe sent you slick, shiny brochures, which are to be construed as invitations to send your manuscript for review. This is to impress you with the fact they can afford slick brochures. Still other type poor-quality letters on cheap paper asking for a lot of money in reading fees. There are a lot of types of agents, witnessed by the diverse responses. Most of us believe that since we are dealing with new authors by mail first, first impressions count.

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