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E-QUERY TRANSFORMS PUBLISHING

In June, the e-query to connect writers directly with publishers gained its first recognition with a Wall Street Journal Article June 21 by Jeffrey Trachtenberg. As he described, PublishersAndAgents had become a new force with deals for writers who could now deal directly with major publishers including Random House and Hyperion. Since then, over 100 more clients have sent out queries – and even more writers have found deals with the biggest publishers, which now include Simon & Schuster and HarperCollins. And now, as the company approaches its 2-year anniversary with over 300 clients – and about 80 of them have added their praises and stories to the Web site at www.publishersandagents.net.

P&A founder Dr. Gini Graham Scott sold her last six books using this e-query approach, including *A Survival Guide for Working with Humans* to AMACOM and *Do You Look Like Your Dog?* to Broadway Books. And now after the first *Survival Guide* in its 2nd printing was so success, she will be writing a follow-up book for AMACOM: *A Survival Guide for Working with Bad Bosses*, and she is collecting stories from all over the U.S.

A reason for the great success of PublishersAndAgents is it short-circuits what used to be a lengthy process taking months. But now writers, who send a query using their own e-mail, which is possible due to special-mailing software, typically get a response in a few hours to a day or two. And sometimes writers with exciting new projects have gotten so many responses of interest --200, 300, even 450 replies from editors and agents, that PublishersAndAgents just launched an agent and publisher assessment service to help writers decide which agent or editor to choose .

Uniquely, PublishersAndAgents.Net is the only e-query service in the industry, and a major reason for its success is that founder and director, Dr. Gini Graham Scott, is an author of over 40 books, so she can provide clients with authoritative advice. She also limits the service to only two or three clients a day and helps those clients write a strong query letter – what’s needed to get through the many spam hurdles that e-mails encounter today, along with targeted the queries to particular editors or agents.

For more details and to see kudos from over 80 clients, visit www.publishersandagents.net. The sites also features tips on using the e-mail approach successfully.

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