

# Getting an Agent and Getting Noticed

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## Getting an Agent:

1. Do you need an agent? (Self-publishing vs. Traditional – strengths/weaknesses)
2. Do you know any authors who have agents?
3. Get an updated directory of literary agents. ([www.amazon.com](http://www.amazon.com) “Literary Agents”)
4. Go to writers’ conferences and meet agents
5. Send query letters, not the entire manuscript unless asked. Briefly describe your manuscript and introduce yourself. This is the first glimpse an agent will have about the quality of your writing.
6. **Do NOT pay an agent!!** (Their profit motive should be to sell your book to a publisher, not to collect money in advance from you.)

## Getting Noticed (The Art of Promotion):

1. Understand your personality type and its strengths and weaknesses:  
**Outgoing:** sanguine, choleric    **Reflective:** phlegmatic, melancholy.  
(From “Spirit-Controlled Temperament” by Tim LaHaye)
2. Create a website: Register.com, AuthorsDen.com (“Guerrilla Marketing for Writers” by Levinson, Frishman, & Larsen)
3. Bookmarks and/or business cards!!
4. Social Networks: Facebook, Twitter, etc. (“Complete Idiot’s Guide to Social Media Marketing” by Jennifer Abernethy)
5. Get gigs: Book signings, book talks
6. Experiment. What feels right for you? What works? What doesn’t?
7. A word about fear: **Fear** is the common denominator between **Courage** and **Cowardice**. Cowardice is fearful inaction; Courage is fear in action