



- 
- MWA Annapolis Chapter  
October Meeting  
Discussion
- 

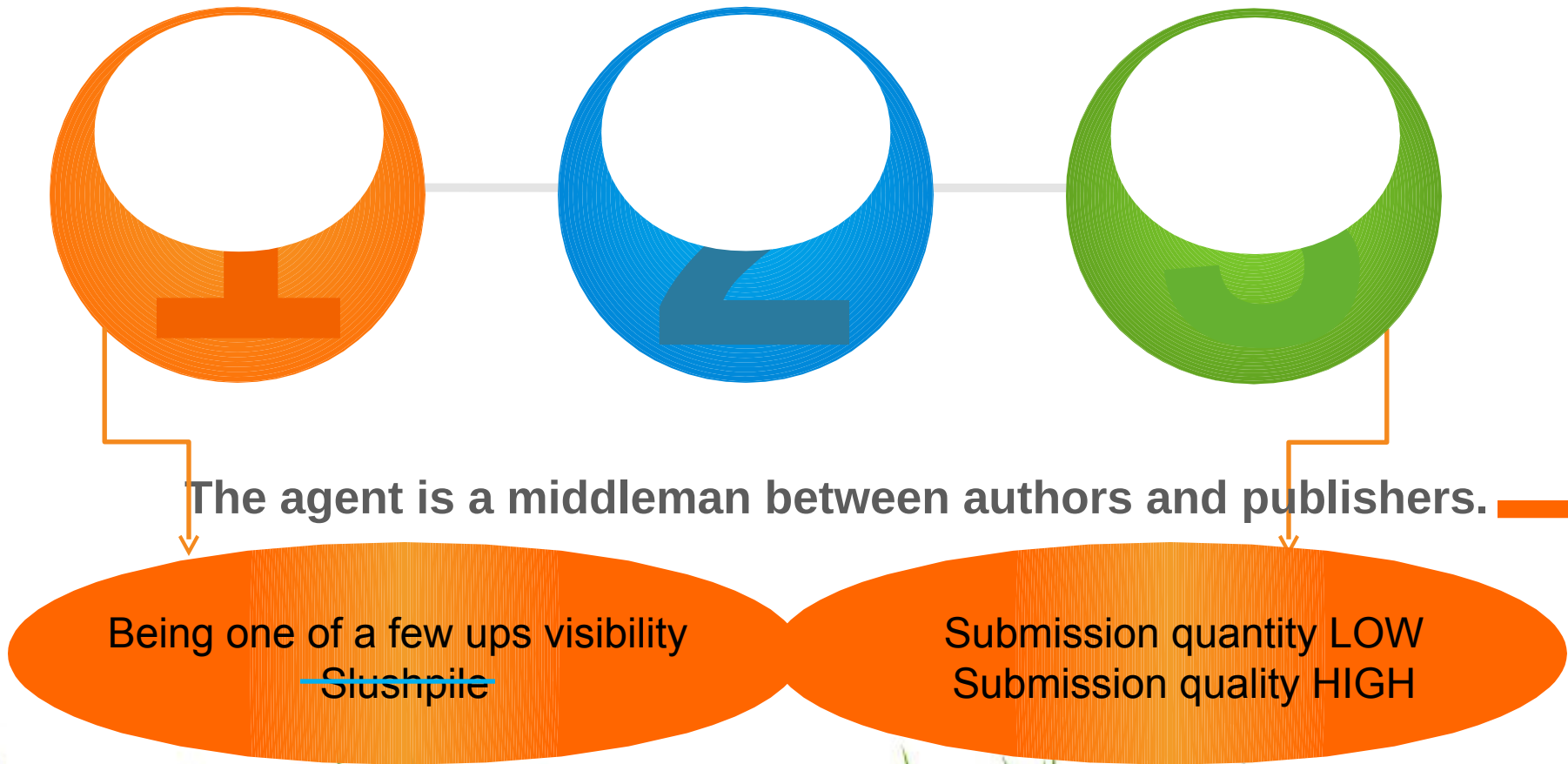
Agents and ePublishing... How do Literary Agents fit into the brave new world of ePublishing? More importantly:

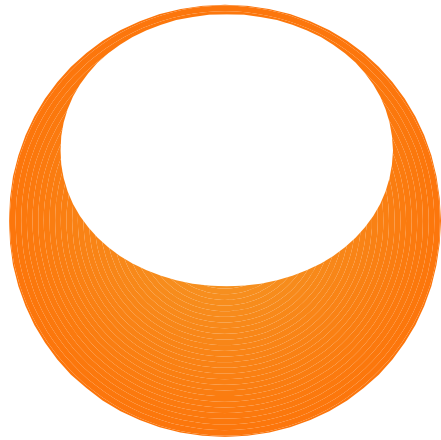
Do You Need

One?



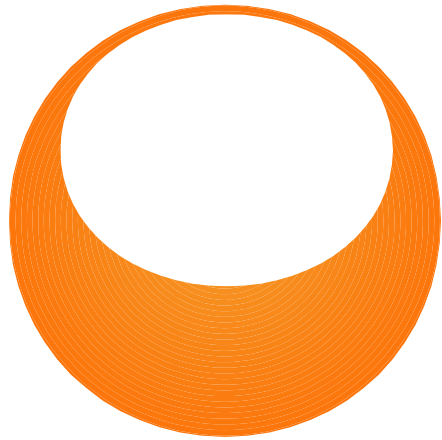
# What is an agent?





# What does the agent do?

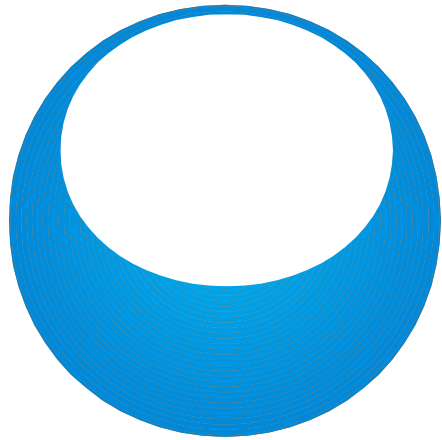
- **Edit and polish**
- **Identify viable markets**
- **Choose potential publishers**
- **Approach and sell**
- **Negotiate**
- **Sell additional rights (foreign rights/film rights/audio)**
- **Champion an author's work in the marketplace**



Do all authors need one?

- **Maybe**

**Not.**



# What is your goal?

- If your goal is to submit your book for consideration to one of the BIG SIX FIVE publishing houses, then yes...you need an agent.
- Simon and Schuster
- HarperCollins
- Macmillan
- Penguin Random House
- Hachette




But even if that is your goal...

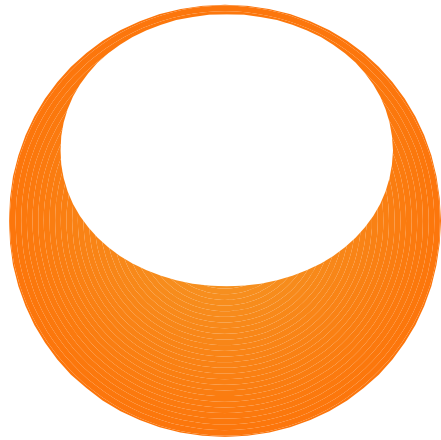
**You still might not  
need an agent.**





Some examples to consider:

- Amanda Hocking signed a four-book deal with St. Martin's Press (Macmillan) valued at over \$2M.
  - Hugh Howey signed a six-figure print only deal with Simon and Schuster.
  - E.L. James signed a six-figure deal with Random House.
  - Colleen Hoover signed a deal with Simon and Schuster that allows her to continue self-publishing.
- 
- 



# How Do Agented Authors Feel About Self-Publishing?

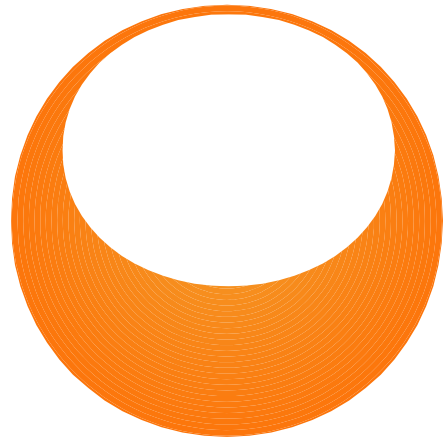
- Is a “hybrid” career feasible?
- Laurel Paige
- Shalee MacArthur
- Suzanne Van Rooyen
- PK Hrezo



- Remember your goals... They determine YOUR path.

Do you need an agent to:  
Publish a book and hold it in your hand?  
Sell your book to a publisher and let them do the  
cover design, marketing and promotion?  
Make money on your book?  
Get inquiries about foreign and film rights?

No.



# How Do AgentS Feel About Self-Publishing?

- It depends on the agent...

- Agents – and clients – are still figuring out how agents fit.
- One approach – taking the “self” out of self-publishing...

Argo Navis – “agent-curated self-publishing”

- Distribution
- 30%

- Other services? – cover design, editing, formatting
- ...at a premium

And that's BEFORE the agent's 15%...

- Agents – and clients – are still figuring out where agents fit.
- A variation on the theme...

Agent-assisted self-publishing: agents upload files in their own name, take their 15%, manage the account. In many cases, authors still pay for editing, cover design, etc. And if the author leaves the agent, they need to upload again, assigning a new ASIN to the book.

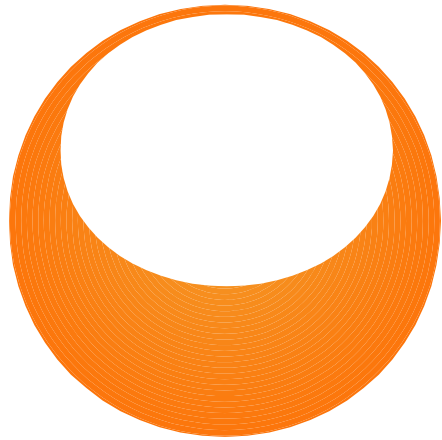
## What do agents have to say?

- Jayne Dystel of Dystel & Goderich Literary Management on her biggest challenge acquiring new authors: “That we can help them do better than they’re doing themselves – and that is a huge challenge because many of these self-published authors are doing phenomenally well.”
- Agent Clare Alexander on a panel at Bookseller’s FutureBook 2012 Conference stated that it was wrong for agents to take a cut of self-published work (and other agents on the panel agreed).
- Neil Blair on what role agents will play in the future: “...hard to find a word that doesn’t have manager in it...I think the author is going to want help, and to be hand-held...to provide advice and services in lots of different areas...”



If you **DO** need an agent,  
how do you get one?

- Go to [www.agentquery.com](http://www.agentquery.com).
- Attend conferences that offer pitch slams.
- Study the market – see what agents are repping what authors/deals.
- Learn to write a proper query (check out <http://queryshark.blogspot.com>)



# Thanks! Questions?

- Find me here: [nancysmay@gmail.com](mailto:nancysmay@gmail.com)
- Find my work:  
<http://delanceystewart.wordpress.com>