



# Preparing for Conference

Cara Putman

[www.caraputman.com](http://www.caraputman.com)



+ Keys to Preparing for  
Conference



# Keys to Preparing for Conference



- View conference as the next step in your journey.
- <http://www.acfw.com/conference>
- Grab the App!  
<https://itunes.apple.com/us/app/acfw-2014-conference/id605348083?mt=8>

# + Key One: Study the schedule

- Go in with a plan... but be flexible
  - <http://www.acfw.com/conference/program>
- Know what you hope to learn...
- Look for ways to serve...





# Key Two: Study the Editors and Agents



- [http://www.acfw.com/conference/appointments\\_editor](http://www.acfw.com/conference/appointments_editor)
- [http://www.acfw.com/conference/appointments\\_agent](http://www.acfw.com/conference/appointments_agent)
- [http://www.acfw.com/conference/appointments\\_mentor](http://www.acfw.com/conference/appointments_mentor)
- [http://www.acfw.com/conference/appointments\\_special](http://www.acfw.com/conference/appointments_special)

# + Study the information

## Shannon Marchese



**Organization:** WaterBrook Multnomah Publishing Group

**Title:** Senior Editor, Fiction

**Web Site:** <http://waterbrookmultnomah.com/>

Shannon Marchese is Senior Editor, Fiction for the WaterBrook Multnomah Publishing Group, a division of Random House. She has been in publishing for fifteen years, serving in publicity and marketing roles before moving into editorial. She's acquired and edited acclaimed nonfiction and award-winning, best-selling fiction since 2002. She lives in Colorado Springs with her husband and daughter.

**Currently Seeking:** The team at WaterBrook Multnomah longs to add our list of exceptional fiction with innovative ideas and quality writing within women's fiction, both contemporary and historical, unique voices, can't-tear-my-eyes-off-the-page storytelling featuring wit, thrills & chills, and/or true happily-ever-after love.

We are not currently reviewing military novels, paranormal romances, Amish romances, zombie or robot stories, and in particular, military-alien romances featuring buggies and robots.

### APPOINTMENT INFORMATION

Writers are recommended to have completed at least one manuscript - which does not have to be the one being pitched- and that those who make appointments bring writing samples, not just a one-sheet.

### Guidelines:



# Advice on Pitches



- Remember a request for full manuscript is the best you can hope for at the conference. You won't get a contract from your 15-minute appointment.
- Think the GMC (Goal, Motivation and Conflict) for your primary character. In my books that's often the heroine. What's happening to her and why should anyone care?
- Second, think about the genre. How does what you're writing fit with the houses you're pitching to? How is it similar or different from books and authors that they already have?



# Rachelle Gardner's Formula



- *My name is \_\_\_\_\_ and I wanted to meet with you because \_\_\_\_\_.*
- *I'm represented by \_\_\_\_\_ (agent name if applicable).*
- *I'm writing \_\_\_\_\_ (what genre).*
- *My publishing history includes \_\_\_\_\_. OR I'm currently unpublished but have been writing for \_\_\_ years.*
- *Today I want to tell you about my book called \_\_\_\_\_ which is a \_\_\_\_\_(genre).*
- *This book won the \_\_\_\_\_ award (if relevant).*
- *I'm writing about this topic because \_\_\_\_\_ (if relevant. For example, you are a police officer and you're writing a cop thriller).*
- *My tagline is \_\_\_\_\_ (20 words or so that capture your book).*



# + Some Tips:



- 1. Over prepare.
- 2. Practice your pitches in the mirror so you don't have to think so hard
- 3. Understand why you are at the ACFW conference and what you want to get out of it.
- 4. Have fun and enjoy the moment.
- 5. Don't do this alone. Ask God to go before you and prepare the way.

# + Read Editor/Agent Blogs

- Many agents have blogs and talk about pitching/conferences/appointments
- <http://www.rachellegardner.com/tag/elevator-pitches/>
- <http://www.stevelaube.com/blog/>
- <http://hartlineliteraryagency.blogspot.com/>
- <http://www.booksandsuch.com/blog/conference-etiquette/>
- <http://www.booksandsuch.com/blog/a-mock-15-minute-author-agent-meeting-at-a-conference-follow-along/>

# + Study the Agent



- Who do they represent?
- What do they like?
- What are they looking for?
- What's their personality?
- Is this someone you want to work with?

# + Study the Editor



- Who do they publish?
- What do they like?
- What are they looking for?
- What's their personality?
- Is this someone you want to work with?

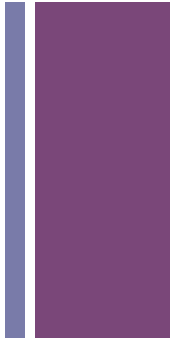
# + Spontaneous Opportunities



- Many editors and agents will be around the lobby, etc.
- If they aren't engaged in a discussion, feel free to approach them.
- Not in the bathroom!
- Recognize they may be tired from speaking and appointments.
- Many welcome conversations.



# A Word on Mentor Appointments



- This is your chance to talk with a published author and ask your questions.
- Do you have a craft question? Ask.
- Newly published and overwhelmed? Share.
- Uncertain where you fit?
- It's your appointment. You get to direct what happens.

# + Specialty Example

## **Jeane Wynn**

*President*



**Web Site:** <http://www.wynnwynnmedia.com>

WYNN-WYNN MEDIA was formed in 2001 by Jeane Wynn and her husband Tyson. Jeane began in publishing in 1989, working in sales at NavPress. She was soon promoted to a team that developed and launched Clarity magazine, while also doing marketing work for Discipleship Journal and Current Thoughts & Trends.

Since then, Jeane has worked in various positions in publishing, which have given her a well-rounded view of the industry, which is essential as she navigates the ever-changing world of publicity. Before starting Wynn-Wynn Media, she hired and worked with a number of publicists in her capacity as a marketing manager.

Wynn-Wynn Media thrives due to a combination of Jeane's love of good books, her personal care and attention to the authors who create them, and her understanding of all aspects of publishing, from acquisition to editorial to sales to marketing. Wynn-Wynn Media is a full-service publicity firm, and the Wynns work with the entire spectrum of media, including print and electronic publications, television and radio broadcasts, podcasts and live online radio, websites and blogs, social media such as Facebook and Twitter, and other emerging media tools to ensure the best and most opportunities for their clients.

Some of Wynn-Wynn Media's latest campaigns have seen clients recognized on the New York Times, USA Today, ECPA, CBA, and Christian Retailing best-seller lists.

At Wynn-Wynn Media, we strive to for integrity, creativity, deliberation, and consistency every day for every client.

Jeane holds a Bachelor's degree in Radio-TV Sales & Management from Oklahoma State University. She and her husband and business partner Tyson Wynn live in their childhood hometown, where they run Wynn-Wynn Media from a vintage store-front on Main Street.

### **Appointments for contracted/published authors only**

Bring your one sheet on the title, bio, website link.

# + Key 3: Prepare Spiritually



- Worship: go!
- Prayer Room
- “He works for those who wait for Him” (Psalm 64:4).
- Know Who holds your future in writing. Rest in that.
- Harp & Bowl





# Key 4: What Not to Wear (the ACFW version)



- I've created a Pinterest board to help with the what should I wear questions:
- <http://www.pinterest.com/caraputman/acfw-conference-clothing/>
- treat it like a job interview
- an extra layer
- comfortable shoes





# What Not to Wear (the ACFW version)



- Banquet: This is a formal event
- Genre Dinner: this is where you can dress up – if you want to!
  - Use wisdom: No fake guns, please.



# + Key 5: Know Yourself



- Are you an introvert?
  - Build in time to be alone.
  - Slow down the conference.
  
- Are you an extrovert?
  - Recognize you will be in people heaven.
  - But...you may need to build in coping mechanisms:
    - Exercise
    - Breathe
    - Etc.

# + Reach out to Others

- Take the focus off yourself.
- Volunteer: [cd@acfw.com](mailto:cd@acfw.com)
- Look for someone who is by themselves.





# What to Bring



# Mindy Obenhaus' Top Ten List



- ~DO dress in layers. Those meeting rooms can be freezing or stuffy.
- ~DON'T stress out over making every workshop.
- ~DO bring a good attitude. Yes, there will be lines. No, things won't be perfect. Choose to adapt.
- ~DON'T forget your business cards. Even if you're not planning to meet with any editors or agents, you'll want them available to exchange with friends.
- ~DO bring a few just-in-case items, like safety pins and band aids. Nothing worse than to discover those new shoes are rubbing a blister on your heel or that you've popped a button.



# Mindy Obenhaus' Top Ten List



- ~DON'T plan to break in a new pair of shoes at conference. Trust me on this one.
- ~DO budget for tipping. Skycap at airport - \$1 per bag if you check-in curbside; \$2 per bag if skycap takes bags to check-in counter; Bellhops - \$1 per bag if they bring your bags to your room (\$2 minimum); Hotel housekeeper - \$2-\$5 per day
- ~DON'T take it personally if an editor/agent doesn't ask to see any of your work. Your manuscript may not be a fit for them or it may need work. This is their business.
- ~DO make at least one trip to the prayer room. You'll be glad you did.
- ~DON'T corner your targeted agent/editor in the bathroom (or anywhere else) and try to pass them your manuscript!



# One Sheets

One sheets help you prepare and organize. It's a tool, not a crutch.



### Cara C. Putman

An honors graduate of the University of Nebraska Lincoln and George Mason School of Law, Cara is an attorney, lecturer at Purdue University, wife, and mom to four. On ACFW's Executive Board, Cara is also active in her church and studying for her MBA.

#### Publishing History:

**Heartsong, Presents:**  
*Canteen Dreams* (ACFW 2008 Carol Award winner—short historical)  
*Sandhill Dreams* (ACFW 2009 Carol Award Finalist) *Captive Dreams*  
*A Promise Kept*  
*A Promise Born*  
*A Promise Forged*

#### Love Inspired Suspense:

*Deadly Exposure* (4 stars – Romantic Times)  
*Trial by Fire*

#### Summerside, Press:

*Stars in the Night*

#### Guidepost:

*Squared Away*  
*Timeless Treasures*  
*Work in Progress*

#### Barbour:

*Dying for Love* (novella)  
*A Wedding Transpires on Mackinac Island*  
*Surprised by Love* (novella)

*The Complete Idiots Guide to Business Law*

Coming 2014:  
*Shadowed by Grace* (B&H)

## Wings of Love

When the world is at war, can love triumph? Two wounded people caught in the turmoil of World War II discover the only way to survive is to trust one another.

During World War II, groundbreaking female pilot Vivian Peters is thrilled to join the Women's Auxiliary Ferrying Service. But instructor Timothy Snow wants her grounded. He's seen too many pilots die and can't let that happen to Vivian. Then planes start crashing. When Vivian's **parents** demand she come home and marry the man they've chosen for her, she must choose. She could please her parents and follow their easy path—or risk her life and heart to flying.

After a tour in Africa that ended in tragedy, the Army sent Timothy Snow back to the States for morale raising efforts. He may be a decorated hero, but he's tired of the war bond tours. Then he's thrust into a role training Women's Auxiliary Ferrying Service pilots. He tolerates the job and is determined to keep anything from happening to the women in his care. Almost impossible considering the danger inherent in flying – a danger he has experienced. Then his heart opens to one pilot. Who would want to love him when it's only a matter of time until he's right back in combat?

Can two such independent hearts find love together?

### CONTACT INFORMATION

1826 Whisper Valley Drive • Lafayette, IN 47909

[cara@caraputman.com](mailto:cara@caraputman.com) • 765-418-3427

<http://www.caraputman.com>

<http://facebook.com/caraputman>

**Cara is represented by Karen Solem of Spencerhill Associates.**





# One sheet tips and examples



- <http://www.acfw.com/blog/?p=170>
- <http://www.acfw.com/blog/?p=137>
- <http://wannabepublished.blogspot.com/search/label/One%20Sheets>
- [http://bonniescalhoun.com/documents/New%20touched%20by%20fire%20sell%20sheet%20\\_1\\_.pdf](http://bonniescalhoun.com/documents/New%20touched%20by%20fire%20sell%20sheet%20_1_.pdf)
- <http://www.lornaseilstad.com/forwriters.html>
- <http://valeriecomer.com/?p=452>
- <http://kayedacus.files.wordpress.com/2009/02/sig-pitch-sheet.pdf>
- <http://seekerville.blogspot.com/2009/04/pitch-sheet-and-one-sheet.html>
- <http://www.acfw.com/blog/?p=299>

# + Business Cards



**Cara C. Putman**

Author

[cara@caraputman.com](mailto:cara@caraputman.com)

[www.caraputman.com](http://www.caraputman.com)

<http://carasmusings.blogspot.com>

# + Synopsis and First Chapter



- Not the whole manuscript.
- Not a full proposal.
- Bring a flashdrive with the full and proposal.
- Or email to yourself so you can print in the business office if needed. (It won't be needed, but you'll feel better.)



+

Logistics



+ Hyatt Regency at the Arch

# + Parking



- There is valet parking at the hotel: \$28 overnight
- Mansion House Garage: very close and \$8 M-F and \$3-5 on weekends. I usually park there.
- More info here: [http://www.acfw.com/conference/hotel\\_info](http://www.acfw.com/conference/hotel_info)

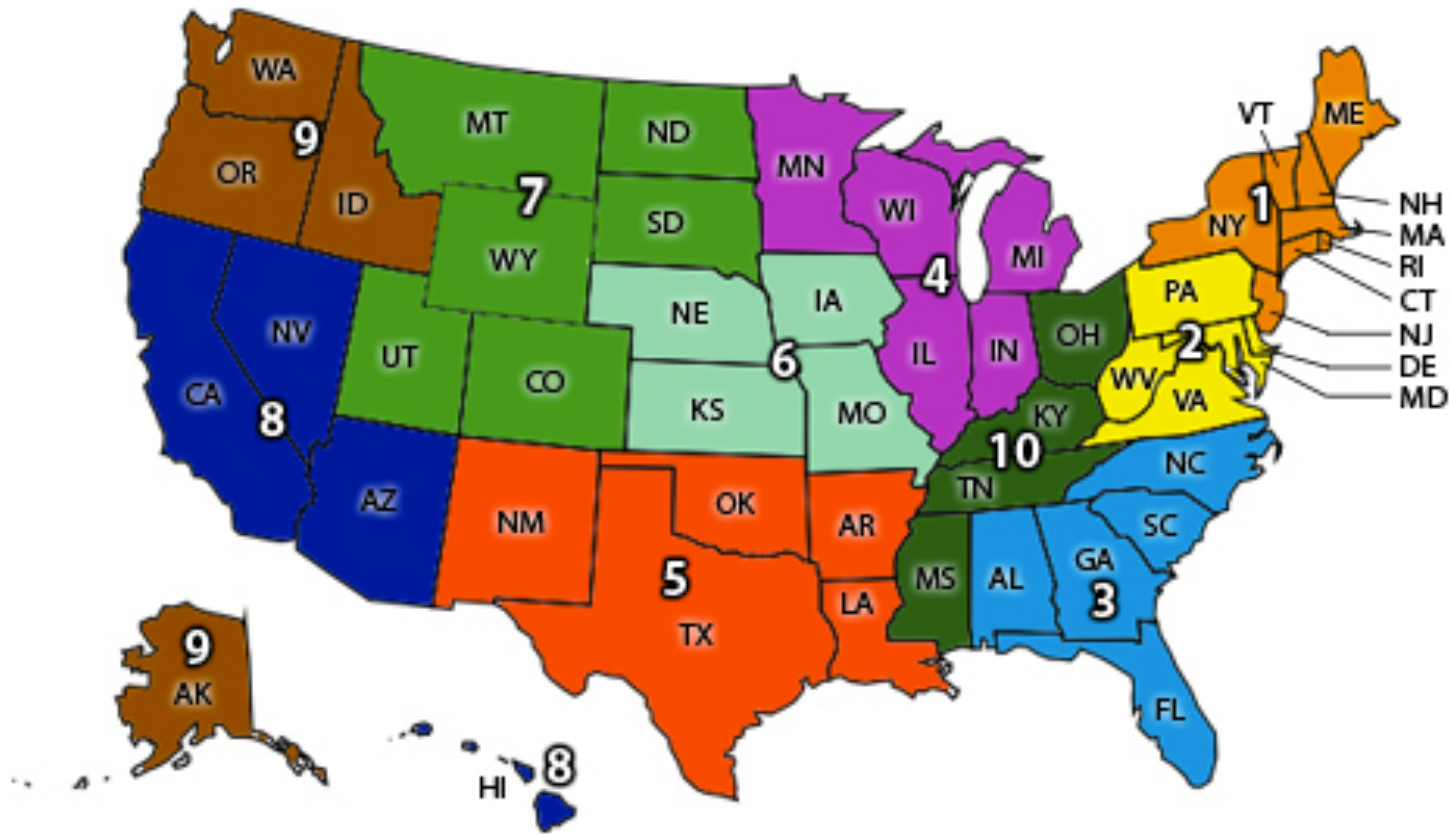


# Getting to the Hotel from Airport



- [http://www.acfw.com/conference/airport\\_shuttle\\_service](http://www.acfw.com/conference/airport_shuttle_service)
- You can always call and ask the concierge for advice as well.

# + Zone Breakfast





# + Friday Night Free-Time



- Dinner is on your own.
- Grab a group of new friends and hit downtown St. Louis
- I asked for recommendations:
- “The Hill is well worth the cab/car pool visit. Authentic Italian second only to Little Italy in NYC. You will NOT be disappointed. Zia's, Rigazzis, and Lorenzo's Trattoria are particularly worth visiting.”



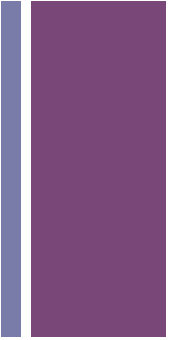
# Dining Advice from a Resident



- “Downtown has a number of excellent restaurant's including Charlie Gitto's, Mike Shannons, Caleco's, and The Flying Saucer within walking distance. Don't miss the new "Ballpark Village", our new \$100M dining and entertainment complex right next to Busch Stadium and only blocks from the hotel where you will find a number of great options.
- “Not far from downtown is the U-City Loop for eclectic dining options and the Italian part of town known as "The Hill" where you'll find dozens of great restaurants there. Oh, and don't forget Ferguson Brewing, a nice microbrewery in a nice town that has been getting far too much negative press lately.”

# + Hotel WiFi

- Free in the lobby
- Discounted rate of \$4.95 in guestrooms.





## Conference Photog

Mini-sessions at the discounted price of \$40. You will receive 4-5 high-resolution photos which are perfect for all your professional needs). In addition, I will also include the corresponding low-resolution files which are great for sharing on social media!\* Light touch-ups (skin smoothing, small blemish removal, teeth whitening etc.) will be included in the initial price.

<http://www.acfw.com/conference/photographer>



Need updated head shots for your book, website, or blog?  
"Think Creatively" with...  
E.A. *Creative* Photography



**\$40**  
4-5 high & low resolution photos

Contact Emilie to set up a mini-session during the conference.



# + Couple Notes



- ACFW is fragrance free.
  - Imagine 650 different kinds of perfume and cologne mingling.