**ACTION NEEDED IF YOU’LL BE MEETING WITH Sierra Fang-Horvath, Assistant Editor for Gallery Books/Simon & Schuster FOR A FRIDAY QUERY LETTER CRITIQUE OR SATURDAY PITCH**

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Sierra Fang-Horvath, Assistant Editor for Gallery Books/Simon & Schuster, will be virtual due to her heavy workload. If you have a Friday query letter critique scheduled with Sierra per the top of this email, please send me your query letter (addressed to Sierra) at [awconference@gmail.com](mailto:awconference@gmail.com) by Tuesday, October 29. *You’ll still bring a printed query letter for Isabelle Rader, the agent who will be partnering with Sierra.*

Likewise, if you have a Saturday pitch with Sierra—or a waitlist spot for a pitch with her—per the top of this email, please send me your query letter (addressed to Sierra) at [awconference@gmail.com](mailto:awconference@gmail.com) by Friday, November 1 at 10 p.m.

If you have a query letter meeting, pitch meeting, or manuscript sample critique meeting scheduled with Sierra, we will have a laptop set up in the designated meeting room (see the top of this email for the specified location). You won’t need to touch the laptop—she will be onscreen and will interact with you. The timekeeper will give you a two-minute warning and escort you out at the end of the scheduled period.

CONFERENCE PREPARATION VIDEO

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Some years ago, I created a video where I interviewed authors and successful Atlanta Writers Conference veterans Steven Cooper and Liz Lazarus about ways to help you prepare for your conference experience, whether you’re doing pitches, manuscript and/or query letter critiques, Q&A panels, the workshop, or everything:

<https://youtu.be/CCDz7CDnRnA>

Spoiler Alert: One of the many take-home messages of the video is to *read this email in its entirety*! It’s such a long communiqué because I’ve included everything you need to know to prepare and get the most out of your Atlanta Writers Conference experience. Truly—it’s all in here, but if you still have questions after you watch the video AND read the following, please ask!

LOCATION  
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All activities will take place at:  
  
Westin Atlanta Airport Hotel  
2nd floor: College Park Ballroom and smaller nearby rooms for the critiques and pitches  
4736 Best Road  
Atlanta, GA 30337  
404-762-7676  
[www.westin.com](http://www.westin.com)

**Please be sure you know how to get there beforehand.** We won't be able to assist with directions during the conference.

For those either flying to the Atlanta Hartsfield Jackson International Airport or seeking an environmentally friendly, economical commuting option, a free shuttle runs between the airport and the hotel every 30 minutes. Commuters can take MARTA to the airport and hop the free shuttle to the Westin. The hotel shuttle pick-up zone is outside the South Terminal baggage claim: Purple Bus Isle, Zone 1, Stalls 9-13.

If you do choose to drive, plenty of parking exists in the hotel lot, and they have a nearby overflow lot adjacent to the access road. The hotel charges a $14 all-day/overnight self-parking fee, using a discount sticker available at the conference check-in table outside the College Park Ballroom on the 2nd floor of the hotel.

HOTEL LAYOUT

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When you enter the hotel lobby, you will be one floor below our check-in/registration table, the College Park Ballroom where the seminars, Q&A panels, workshop, and award ceremony will take place, the private meeting rooms for query letter critiques, manuscript critiques, and pitches. The ballroom for the mixer is on the first floor, near the hotel restaurant. To reach the 2nd floor, you can use the elevator or the escalator, both of which will be on your left.

If you are staying overnight and need to get your room keycard, the hotel guest registration desk will be facing you when you enter the lobby. If you need the Business Center for computer access and printing (open to hotel guests only), it is located on the 2nd floor. Additional terminals and a printer, along with an ATM, the parking payment kiosk, a coffee/snack shop, and a store for sundries are located near the hotel guest registration desk.

If you plan to attend the Friday night mixer, which begins at 8:00 p.m., this will take place on the 1st floor in the Candler Room, near the hotel restaurant. This will be a private mixer, which only conference participants who have paid $100 or more for conference activities can attend. If you want to attend but only signed up for waitlisted (i.e., no-charge) spots, or just one activity less than $100, please reply and I will send you an online payment link so you can meet this minimum.

WHAT TO WEAR  
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If you’re meeting with editors and/or agents, we recommend wearing a business casual outfit—not too dressy but professional-looking—so you make a good impression.

REFUND DEADLINE HAS PASSED  
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Per the information posted on the conference website and sent to you in the registration confirmation e-mail, the refund deadline was September 9, 2024, for the Manuscript Critique and October 11, 2024, for all other onsite activities.

**WANT TO REGISTER FOR ADDITIONAL ACTIVITIES?**

We have a few spots open for the Friday Editor Q&A Panel ($50), the Friday Workshop “The Biggest Mistakes Writers Make (with live first-page edits)” ($60), and the Saturday Agent Q&A Panel ($50). If you have NOT yet registered for any of these activities, **they won’t be listed in the Schedule in bold at the top of this message**, but if you want to participate in any/all of these, simply reply to this message with the activity(-ies) you want to add, and I’ll send you the payment link.

*If you prefer to register and pay for one or more of these activities during the conference,* ***please bring cash*** *to the check-in table.* Note: an ATM is located in the hotel lobby, near the escalators.

Below, you will see:

- Full conference schedule of activities with descriptions

- Guidance if you’re on one or more waitlists

- Queuing instructions if you are registered for a query letter critique, manuscript critique(s) and/or pitch(es)

- Tips if you’re participating in the query letter critique, manuscript critique(s) and/or pitch(es)

DETAILS ABOUT ACTIVITIES ON NOVEMBER 1 & NOVEMBER 2  
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Please review this information carefully. All times shown are US Eastern.

Friday, NOVEMBER 1  
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11:00 a.m.-4:30 p.m.  
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Check in at our table in front of the College Park Ballroom on the 2nd floor of the Westin Atlanta Airport Hotel. We will have signs posted to help you find this area. **PLEASE CHECK IN HERE AT LEAST 30 MINUTES BEFORE YOUR FIRST SCHEDULED ACTIVITY.** We will have a clip-style, garment-friendly name tag prepared for you, which we would like you to wear during the entirety of your conference participation (i.e., keep and wear on Saturday, too, if you plan to participate both days), along with a list of your scheduled activities, and a QR code to discount your parking if you self-parked for the day.

11:00 a.m.-4:00 p.m.  
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**Book fair featuring 15 authors who are members of the Atlanta Writers Club selling and signing their books in the Peachtree City Ballroom on the 2nd floor. The book fair is open to everyone for browsing and shopping and will only be offered on Friday, so plan to make your purchases then!**

If you have REGISTERED for this as one of the 15 authors who will be selling your books on Friday at the Book Fair (**will be listed in** **bold** on the Schedule at the top of this message), you may set up as early as 11:00 a.m., claiming approximately six-square-feet (3’x2′) of space at a table or countertop, along with a chair, in the Peachtree City Room. The choice of a half-table or portion of the countertop is on a first-come, first-served basis that day. Due to space limitations in the room, any display items (e.g., books, giveaways, banner stands) must fit on top of the table or countertop within the six-square-feet of space you choose.

The Atlanta Writers Club (AWC) is not responsible for the security of any items you bring. You will be responsible for handling your stock of books and other materials as well as any transactions. WIFI will be available, but its stability is not guaranteed. The AWC will not receive any proceeds from your book sales but also makes no assurances about sales or attendance at the book fair.

If you are waitlisted for one of the book fair spots, I will let you know if I receive a cancellation before the event. If a spot opens, I’ll send you the payment link and instructions for claiming a spot and setting up your books for sale on NOVEMBER 1.

12:30 p.m.-1:30 p.m.  
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Publisher Q&A Panel with the in-person acquisitions editors from publishing firms in the College Park Ballroom on the 2nd floor, if you have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message). To enable as many people to participate as possible, we’ll allow one question per person and then go back to those with additional questions if time allows, so prepare your top question in advance.

1:30-5:00 p.m.  
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Query Letter Critique on the 2nd floor in private meeting rooms, if you have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message). As described on the conference website, the purpose of the Friday query letter critique is to give you objective feedback from an experienced publishing editor and literary agent (or two literary agents or two publishers) who have reviewed thousands of these, to improve your query letter. They know what works and what provokes a quick rejection. If you’re taking part in the Saturday pitches, the assignment was made to ensure you won’t be receiving a query letter critique from people you’re meeting with on Saturday, so you won’t harm your chances with them. **If the editor and/or agent(s) are interested in your book, we encourage you to ask whether they would like you to send your manuscript after the conference (i.e., turn this activity into a pitch) and be sure to get their contact information.** At each conference, this creates additional opportunities for participants to get their work considered and has sometimes resulted in participants getting contracts for publication or agent representation.

**IF YOU ARE PARTICIPATING IN THIS ACTIVITY, BRING TWO PRINTED COPIES OF YOUR 1-PAGE QUERY LETTER (12 PT FONT, SINGLE-SPACED, 1-INCH MARGINS ALL AROUND) FOR EACH QUERY LETTER CRITIQUE MEETING YOU SELECTED** (this will be listed in **bold** on the Schedule at the top of this message if you REGISTERED for one or two of them). Also bring one copy for yourself, on which to take notes as the guests give you their suggestions.

The agents/editors assigned to you will review and discuss your query letter with each other for about two minutes before you will be admitted into the meeting room so they will be ready to provide guidance. Your meeting with them will last for up to ten minutes. Use this feedback to improve your query letter for any Saturday pitches for which you’ve registered (or are on a waitlist for) and/or for all future use when querying. **Tips for getting the most out of your query letter critique are near the bottom of this email.**

You can choose whether to bring the query letter you’ve prepared for your pitch if you’re doing one or more of those on Saturday or bring a different query letter altogether. You can have the body of the letter with or without a generic salutation (“Dear Agent”), or you can address your letter to the agent and/or editor to whom you’ve been assigned for the query letter critique (see the schedule listing at the top of this email, in **bold**).

2:00-3:45 p.m.  
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Friday Mini-Seminars in the College Park Ballroom on the 2nd floor: professional **editor and author Tiffany Yates Martin presents “Wrangling Your Writer Demons”** (2:00-2:45 p.m.) and “Know Your Why and Your Enough” (3:00-3:45 p.m.)

4:00-6:00 p.m.  
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**Longtime professional editor and author Tiffany Yates Martin presents** her workshop “**The Biggest Mistakes Writers Make,**” which will feature live edits of randomly selected 1st page submissions, in the College Park Ballroom on the 2nd floor for those who have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message). In this workshop, Tiffany will discuss the most common issues she’s seen during nearly 30 years of editing authors’ manuscripts and how to address them. During the second half of the workshop, she’ll do live edits of files she’ll randomly select from those submitted by workshop registrants to me at [awconference@gmail.com](mailto:awconference@gmail.com) by October 29 at 11:59 p.m. US Eastern.

6:00-8:00 p.m.  
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Break time: have dinner with friends in the hotel restaurant or those nearby, rework your query letter if you had a critique, and network with other participants.

8:00 p.m.-11:30 p.m.  
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Social mixer in the Candler Ballroom on the 1st floor, near the hotel restaurant. This will be a private activity, which only participants who have paid $100 or more for conference activities can attend**. If you want to attend but only signed up for waitlisted (i.e., no-charge) spots, or only one activity that cost less than $100, please reply and I will send you an online payment link so you can meet this minimum.** Otherwise, no RSVP is necessary, and you can bring a guest if you wish (that person won’t need a name badge).

If you registered and paid only for Saturday activities but want to participate in the Friday-night mixer, I will have your name tag at the check-in table outside the ballroom.

There will be a cash bar and live musical entertainment, courtesy of the Mike Shaw Trio. To help you get to know other participants, AWC volunteer Brian Robie will emcee a networking bingo game based on the “little-known fact about you” responses many of you contributed when you registered.

Join the editors and agents for casual chats about books and the people who write them, sell them, publish them, and buy them. This is intended to be downtime, a period of relaxed conversation for everybody, so a word of advice if you want to talk to any guest agents and editors about your manuscript(s): be aware that others will be around our guests at all times. Please do not try to monopolize their attention or expect a private audience.

Also, we’ve received complaints about past participants who have flitted from guest to guest doing lightning pitches without even bothering to research what those agents and editors are seeking. This approach never works and, worse, it makes these participants look bad. Don’t be that person! If you’re planning to casually pitch your work at the mixer, do your research and know who is a good fit. That way, you won’t waste your time and theirs.

Saturday, NOVEMBER 2  
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8:00 a.m.-5:00 p.m.  
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Check in at our table in front of the College Park Ballroom on the 2nd floor of the Westin Atlanta Airport Hotel. We will have signs posted to help you find this area. **PLEASE CHECK IN HERE AT LEAST 30 MINUTES BEFORE YOUR FIRST SCHEDULED ACTIVITY.** Also, if you did not attend on Friday, we will have a clip-style, garment-friendly name tag prepared for you, which we would like you to wear during the entirety of your conference participation, along with a list of your scheduled activities and a QR code to discount your parking if you self-parked for the day.

**If you participated on Friday, please be sure to bring your badge from the day before and check in at our table to receive the Saturday list of your scheduled activities.**

9:00-10:00 a.m.  
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Agents Q&A Panel in the College Park Ballroom on the 2nd floor with all in-person literary agents, if you have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message). To enable as many people to participate as possible, we’ll allow one question per person and then go back to those with additional questions if time allows, so prepare your top question in advance.

10:15 a.m.-1:00 p.m.  
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Manuscript submission critique meetings in the 2nd floor private meeting rooms if you have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message). **Tips for getting the most out of your manuscript sample critique meeting are near the bottom of this email.**

You may choose to bring the agent/editor’s feedback, **which I will send to you a day or two before the conference**, depending on when I receive it from them, but please do **NOT** bring anything to hand to the agent/editor with whom you are meeting. If they want you to email a partial or full manuscript after the conference, they will have either indicated this on the summary feedback form you received with your critique or will provide you with contact details during the meeting if they indicated a need to discuss your project with you first, so be sure to ask for their email address!

10:15 a.m.-1:00 p.m.  
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Saturday Morning Mini-Seminars in the College Park Ballroom on the 2nd floor: Karmen Lee, former ghostwriter and self-published author who transitioned to traditional publishing with Afterglow Books/Harlequin, will present “Becoming a Hybrid Author: Transitioning from Self to Traditional Publishing” (10:30 a.m. to 11:30 a.m.) and “The Writing Process: Learning (and Unlearning) What Works for You” (11:45 a.m. to 12:45 p.m.).

1:00-2:00 p.m.  
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Saturday Sponsor Seminar in the College Park Ballroom on the 2nd floor: our lead sponsor, [Wordeee](https://www.wordeee.com/)—a leading, next-generation hybrid publishing platform for established and emerging authors to improve their craft, get published, sell books, build an audience and grow into their full potential—will present “Wordeee: Leading the Changing Marketplace in Publishing” with CEO Marva Allen, COO Patrice Samara, and Saundra Windom Henderson, Wordeee author of *Orchestration*.

2:15-5:30 p.m.  
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Pitch meetings in the private meeting rooms on the 2nd floor if you have REGISTERED for this (**will be listed in** **bold** on the Schedule at the top of this message).

If you have a meeting with any agents and/or editors, **please bring a printed copy of your query letter for them** to read just before they meet with you. This will allow them to learn about your book and yourself and will enable you to have a conversation with them about your project without needing to recite a memorized spiel. Definitely include their name in the letter salutation—it’s an insult to bring a generic “Dear Agent/Editor” letter when you’ve requested to meet specifically with this individual—and be sure you tell an agent in your query letter that you’re seeking “representation” and tell an editor that you’re seeking “publication.” Agents don’t publish, and editors don’t represent; it’s a strike against participants who make this mistake—the guests want to work with writers who understand at least the basics of the publishing industry.

Note that you should not bring anything else to hand to them during your meeting. If they want you to send a partial or full manuscript after the conference, they will provide you with contact details during your meeting. If they want you to send pages but forget to give you their email address, be sure to ask for it! **Tips for getting the most out of your pitch meeting are near the bottom of this email.**

2:30-5:15 p.m.  
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Saturday Afternoon Mini-Seminars in the College Park Ballroom on the 2nd floor: Bernette Sherman–author of 12 books and two plays–will present “Connecting with Your Audience: Find the messages in your story to connect with your ideal reader audience” (2:30 p.m.-3:45 p.m.) and “The Art of Public Speaking for Authors: Get over stage fright, present with confidence, and give them a reason to buy” (4:00 p.m.-5:15 p.m.).

5:45-6:30 p.m.   
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Award ceremony and giveaway drawings in the College Park Ballroom on the 2nd floor: we will give away book-related prizes, AWC membership renewals, and activities for the next conference. You must be present to win, so make plans to stay for these giveaways and good luck! Following these drawings, each in-person agent and editor will present certificates to participants for the best manuscript sample submitted for critique and the best pitch.

**FOR THOSE WAITLISTED FOR A BOOK FAIR SPOT ON NOVEMBER 1**  
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If you are waitlisted for one of the book fair spots, I will let you know if I receive a cancellation before the event. If a spot opens, I’ll send you the payment link and instructions for claiming a spot and setting up your books for sale on NOVEMBER 1.

**FOR THOSE WAITLISTED FOR A FRIDAY QUERY LETTER CRITIQUE(S)**   
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If you are on a waitlist for a query letter critique, we will have the standby list posted on Friday near the hallway leading to Boardrooms 1-6 and the Riverdale and Fayetteville Rooms.

**If you haven’t signed up for a query letter critique on Friday, you may add your name and cell number to the waitlist on NOVEMBER 1, and you’re welcome to include the names of any agents/editors you want. Note: given that there are nine pairs of agents/editors conducting these critiques, it’s unlikely an opening will occur with a specific agent/editor, so the more flexible you are, the more likely it is that you’ll get an (additional) opportunity.**

In case someone does not show up—or decides to cancel—and you are next on this standby list, you will need to have **$80** **in cash** (no checks will be accepted, but we can accept credit/debit cards if necessary) for the query letter critique, **along with two printed copies of your 1-page (12 pt font, single-spaced) query letter**. There’s an ATM in the hotel lobby if you need to withdraw cash to make this payment.

**Opportunities for those on this waitlist may occur between 1:45 p.m. and 4:45 p.m. on Friday. If you have a low number (#1-#3) in a waitlist queue, there’s a greater chance of an early-mid afternoon opportunity. If you are #4 or higher in a queue, if an opening does occur it’s most likely to be later in the afternoon.**

We will text you at the number you provided during registration (shown near the top of this email in **bold**) to let you know about a possible/confirmed opening, but please stay in the College Park Ballroom on the 2nd floor or in the atrium area outside the ballroom so we can find you quickly and bring you to the proper queue for your pitch.

**FOR THOSE WAITLISTED FOR A SATURDAY PITCH(ES)**  
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If you are on a waitlist for a pitch(es), we will have the standby list posted on Saturday near the hallway leading to Boardrooms 1-6 and the Riverdale and Fayetteville Rooms.

**If you want one or more (additional) pitches on Saturday, you may add your name and cell number to any of these lists on NOVEMBER 2. There’s no limit to the number of pitch waitlists you can add your name to during the conference, but be sure you’re selecting guests who could be a good fit.** In case someone does not show up—or decides to cancel—and you are next on this standby list, you will need to have **$80** **in cash** (no checks will be accepted, but we can accept credit/debit cards if necessary) for the query letter critique and/or each pitch, **along with a printed copy of your 1-page (12 pt font, single-spaced) query letter** for each Saturday pitch. There’s an ATM in the hotel lobby if you need to withdraw cash to make this payment.

**Opportunities for those on one or more pitch waitlists may occur between 10:15 a.m. and 5:15 p.m. on Saturday. If you have a low number (#1-#3) in a waitlist queue, there’s a greater chance of a morning or early afternoon opportunity. If you are #4 or higher in a queue, if an opening does occur it’s most likely to be mid-to-late afternoon.**

We will text you at the number you provided during registration (shown near the top of this email in **bold**) to let you know about a possible/confirmed opening, but please stay in the College Park Ballroom on the 2nd floor or in the atrium area outside the ballroom so we can find you quickly and bring you to the proper queue for your pitch.

**Note that if you were on a waitlist for a Manuscript Critique, that activity is closed**—all participants submitted their materials and no further opportunities exist for a manuscript critique at this conference. If you want to pitch the agent(s)/editor(s) you selected for the manuscript critique, you can add your name to their waitlists at the conference. There is no limit to the number of pitch waitlists you can add your name to (the cost will remain $80 per pitch, with payment in cash at the conference preferred; credit/debit cards can also be accepted if necessary). See the paragraph above about bringing payment and a printed copy of your query letter for each pitch in case you get one or more spots.

**QUEUING INSTRUCTIONS: for Friday query letter critique, Saturday manuscript critiques, and Saturday pitches**  
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If you're scheduled for a Friday query letter critique, Saturday manuscript critique, and/or Saturday pitch, these will take place in one of the private meeting rooms reserved for our guest agents and editors on the 2nd floor of the hotel. When you arrive at our check-in table outside the College Park Ballroom, we’ll have a map showing the location(s) of all meeting rooms. In the hallway outside each meeting room, we will queue up two people at a time, according to the schedule. After you check in at our registration desk to get your name tag, parking discount, and schedule, we recommend that you find the meeting room(s) to familiarize yourself with the location(s).  
  
**It is your responsibility to be present as your turn approaches.** Please report to the room where your agent/editor has been assigned **15 MINUTES before your scheduled time** in case we’re running ahead of schedule or there’s a no-show before you. Your schedule at the top of this email tells you which room to go to and the time of your meeting. An automated system will send you a text using the mobile number you provided, to tell you to report to the meeting room but please don’t depend on this reminder alone—**you’re responsible for getting there at the right time**. Because of the software we’re using, the text from us will show a 678 area code.

Please stay in the College Park Ballroom on the 2nd floor or in the lounge area outside the ballroom on Friday and/or Saturday, in case we’re running ahead of schedule or there’s a no-show before you. We’ll text you, but we’ll also need to be able to find you quickly and bring you to the room for your critique or pitch.  
  
If you signed up for a manuscript critique but are unable to attend, arrive later than your start time, or you don’t queue up when you’re supposed to and we can't find you in time, you'll at least have the agent/editor's comments about your work. We will not be able to reschedule your meeting after the conference.

If you arrive late for your query letter critique or pitch, or don’t queue up when you’re supposed to and we can’t find you in time, you'll need to wait until after the last one scheduled to see if the agent(s)/editor(s) can still discuss your project with you.

**TIPS FOR THE FRIDAY QUERY LETTER CRITIQUE SESSION**  
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**If you registered for a query letter critique, please report 15 minutes before your assigned time shown at the beginning of this email. Be sure to bring your printed query letter for each of the guests you’ll meet with (and email a copy to me at** [**awconference@gmail.com**](mailto:awconference@gmail.com) **if you have a meeting with someone who will be virtual, which will be indicated after their name at the top of this email).**

For this meeting, there will be an agent and an acquisitions editor (or two agents or two editors) collaborating to provide you with advice, and the session will last about 10 minutes. If you REGISTERED for this, at the top of this email you will see which pair of guests has been assigned to meet with you for your query letter critique. There will be a few minutes set aside before your meeting for the agent/editor pair to read the query letter you brought. The ten-minute meeting with them will be a verbal exchange—they aren’t required to give you written feedback—so please bring an additional copy of your query letter on which you can take notes, to capture all their suggestions (and contact info if they ask you to submit your work). The timekeeper for this room will take your one-page query letters, escort you into the room at the appropriate time, give you a two-minute warning, and escort you out at the end of the scheduled period.

The objective of this activity is to improve your query letter. Be sure to ask the agent and editor’s opinions about each paragraph, the writing style, the comparable (“comp”) titles you selected, if anything is missing or belabored too much, and pay attention to any other advice they have about how to present your book and yourself in the best possible way. If you haven’t written your query letter yet and need resources to help you, please consult the Registration Confirmation email sent to you when you registered for the conference or the [submission guidelines](https://atlantawritersconference.com/submission-guidelines/) page on the website—it has recommended weblinks to get you started.

If you’ll be doing a pitch on Saturday afternoon, this Friday critique session will give you feedback to improve your query letter so you can present your best effort on Saturday. If you’re staying overnight at the hotel, you’ll have access to the business center so you can redo your query letter(s) for your Saturday pitch meeting(s). Terminals and a printer are also available in the lobby, near the escalators and ATM. The hotel registration staff can print a copy for you as well.  
  
If the agents/editors doing a critique for you are interested in your project, be sure to ask them whether you can send them your manuscript after the conference and get their contact information. Put "Requested materials from Atlanta Writers Conference " on the subject line of your email to them; also, remind the agent/editor in the first paragraph of your message what work they requested at the conference.

**TIPS FOR THE SATURDAY MANUSCRIPT CRITIQUE SESSION**  
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**If you registered for a manuscript critique, please report 15 minutes before your assigned time shown at the beginning of this email.** This meeting will be one-on-one with the agent/editor you selected and will last about 15 minutes, **including two minutes set aside beforehand for the agent/editor to review their comments**. Be sure to have notes made and questions ready based on the guest’s comments, which I will forward to you a day or two before the conference (i.e., as soon as I receive them). Be sure to ask for clarification if you don’t understand any comments, but don't be defensive. The critiques are intended to help you prepare your best work for any future submissions you make—they're not criticisms about you. Do NOT hand them any materials; if the agent/editor wants to see additional manuscript pages, they will have given you instructions on the summary sheet about what to send and where to send it. If they indicated the need to discuss your project with you before they decide, be sure to ask them for their contact information if they do decide they want you to send a full/partial manuscript to them after the conference. The timekeeper for this room will escort you into the room at the appropriate time, give you a two-minute warning, and escort you out at the end of the scheduled period.  
  
If the agent/editor invites you to submit corrected work for consideration, be sure to get their contact information and write "Requested materials from Atlanta Writers Conference " in the subject line of your email to them; also, remind the agent/editor in the first paragraph of your message what work they requested at the conference.

**TIPS ON THE SATURDAY PITCH SESSION**  
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**If you registered for a pitch, please report 15 minutes before your assigned time shown at the beginning of this email.** This meeting will be one-on-one with the agent/editor you requested and will last about 10 minutes. **There will be an additional five minutes set aside beforehand for the agent/editor to read the query letter you bring.** Do NOT give the agent/editor any other prepared materials—if the agent/editor wants to see manuscript pages and/or a synopsis, they will ask you to send these after the conference and will give you their contact information. The timekeeper for this room will take your one-page query letter, escort you into the room at the appropriate time, give you a two-minute warning, and escort you out at the end of the scheduled period.  
  
How do you pitch? Remember that your query letter will do the hard work of telling the agent/editor the basics about your book, so you can build on those details, answer and ask questions, and keep the conversation going. This is so much more effective than reciting a memorized spiel.

You will be pitching yourself as much as your book, because the agent/editor won’t know about the quality and style of your writing beyond what is in your query letter. The idea is to make a personal connection and pique the individual's interest, so you'll be asked to submit manuscript pages. Be humble and don’t be afraid to ask for feedback about how you presented yourself and your book.

If the agent/editor invites you to submit any manuscript pages, be sure to get their contact information and write "Requested materials from Atlanta Writers Conference " in the subject line of your email to them; also, remind the agent/editor in the first paragraph of your message what work they requested at the conference.  
  
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If you have any questions, please ask me now. I'll see you soon. We hope you enjoy the conference!  
  
Regards,

George  
  
George Weinstein

Executive Director, Atlanta Writers Club

<https://atlantawritersclub.org/>

Atlanta Writers Conference Director

<http://atlantawritersconference.com>

Award-winning author of *Hardscrabble Road,* *Return to Hardscrabble Road*, *Aftermath, Watch What You Say*, *The Five Destinies of Carlos Moreno,* *The Caretaker,* and *Offlining*

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