



THE *Complete* PICTURE BOOK SUBMISSIONS SYSTEM

PICTURE BOOK
Get The [^]Hook

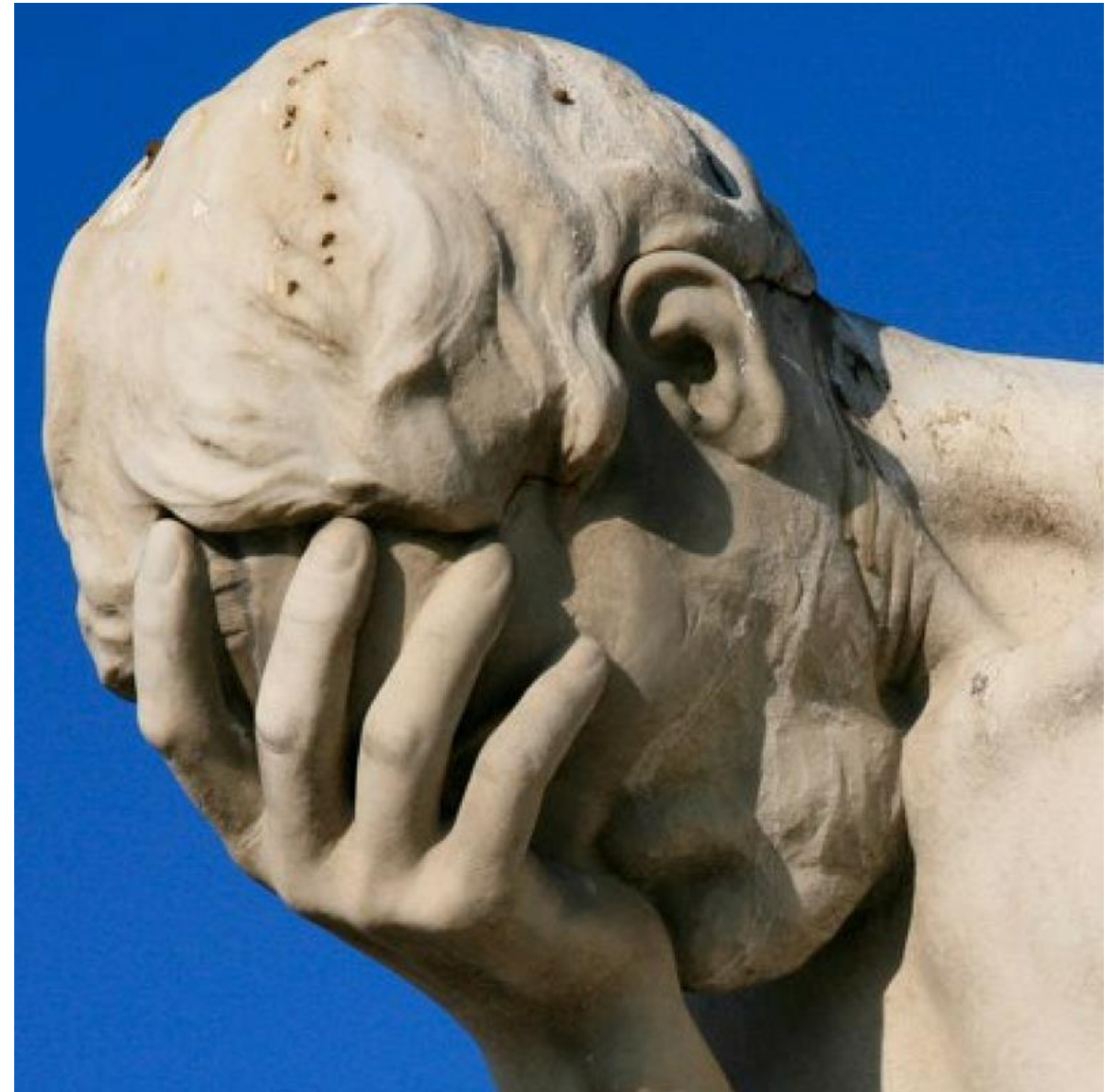
You're in the right place if...

- You don't know what a hook is, much less how to write one.
- Your hook is almost as long as your manuscript.
- You're afraid of submitting because you haven't mastered writing your hook or query.
- You've been submitting, but haven't seen results.
- You've gotten some responses to queries, but haven't "sealed the deal."



AND if...

- You'd blush, stammer, then die of embarrassment if you bumped into your dream agent or editor and they asked you for your elevator pitch.





Why Should You Listen to Us?



Julie

- Award-winning picture book author
- Founder of 12 x 12 Picture Book Writing Challenge
- Regular presenter at children's writing conferences
- Secured her agent using the hook formulas we're providing today

Emma

- NYT-Bestselling author of 30+ books with her mother, Julie Andrews
- Freelance editor and professor of Children's Literature
- "The Query Whisperer"
- Published by 3 large houses & served as Editorial Director of imprint

YOU HAVE 2 SECONDS (AND 1 CHANCE)

To make an impression with an agent or editor
with your picture book submission!

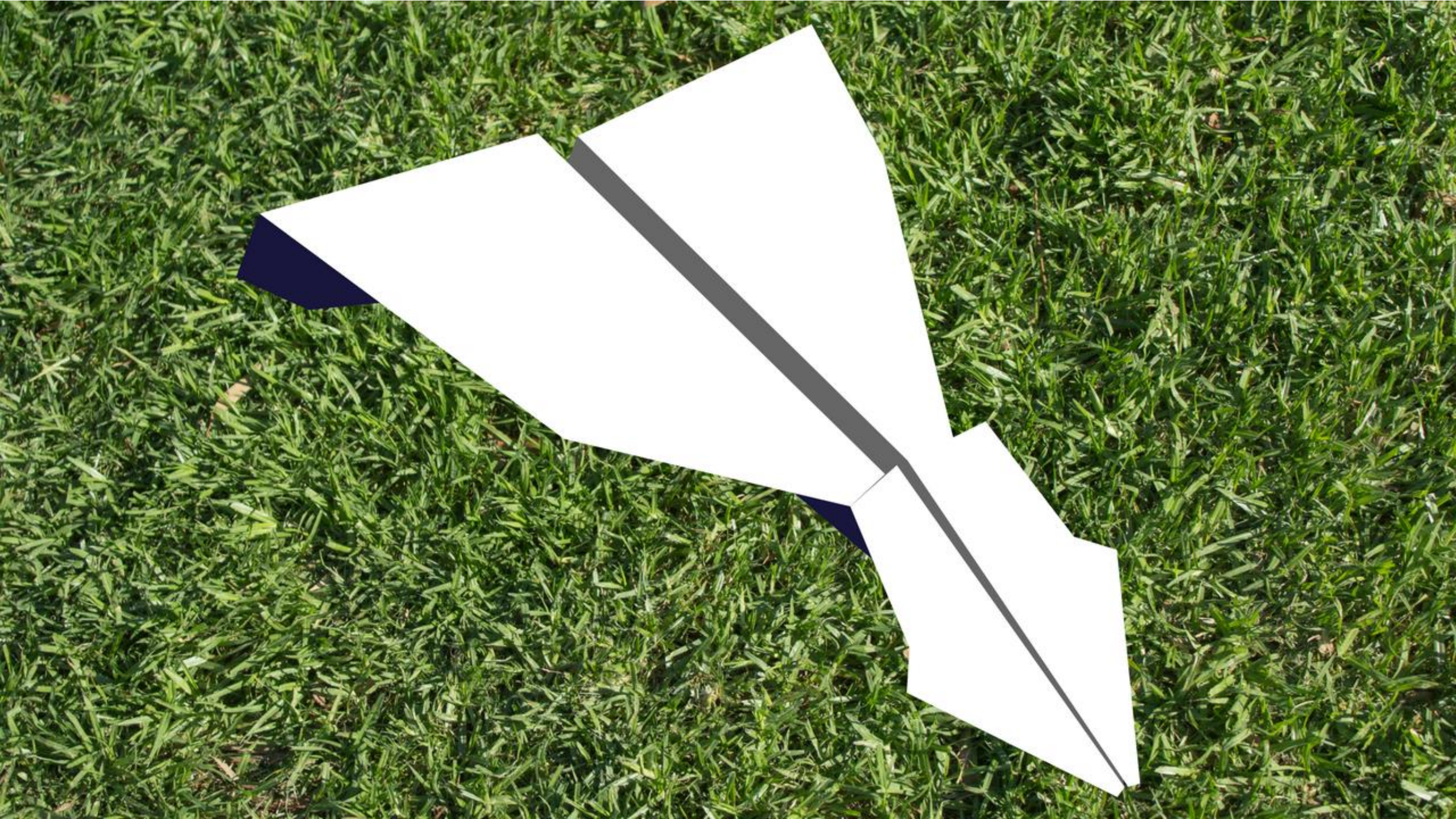


Which Means You NEED

A GREAT Hook!







Our Promise to You Today

We will make your hook writing skills take flight. You'll walk away feeling confident that you CAN and WILL write compelling hooks. You'll have rock solid tools you can use the *minute* you get off this webinar. Pinky swear!



Here's What You'll Learn

- What a hook is and why it's important?
- Where does the hook go in your query?
- How to use comp titles in/for your hook
- **THREE templates for writing that your hook that you can begin using TODAY!**



Stay to the end!

We're going to give you...

- Our slides,
- All our templates for writing hook sentences,
- An opportunity to make your submissions *soar* out of the slush pile, plus
- Q & A



What Is The Hook?

- **Captures the story and spirit** of your book – without giving the whole thing away.
- The purpose of the hook is to **pique their interest** and leave them wanting to know/read more - *and* to **show that you write well**.
- Also called **the pitch** (or **elevator pitch**), or **the logline**.
- Anywhere from **1-3 sentences**, but **shorter is better**.



What is The Hook?

A **mini-synopsis** that showcases your story and contains the following formula:

Hero + Goal or Problem/Obstacle + Theme = Hook

1. Who is the hero and what does s/he want?
2. Who or what is standing in their way?
3. What is the takeaway or theme?

WHY Is The Hook So Important?

- It is what makes the agent or editor excited about reading your manuscript.
- The hook hints at market potential.
- A long, rambling hook tells the agent or editor you don't know your own manuscript.
- It alerts the agent or editor as to whether the book is or isn't for them.
- The hook helps define your audience.



Where Does the Hook Go In the Query?

- Most common place is the second paragraph, after the introduction.
- This is known as the “hook” or “pitch” paragraph.
- This paragraph is where all of the critical details about your book are conveyed.



Leading With Your Hook

Some agents and editors bypass introductory info (paragraph 1) and go straight to the heart of a query - your manuscript pitch.

With this in mind, you can choose to **lead with the hook as your first paragraph**, and to incorporate the other details - title, word count, why you chose that agent, etc. - later in the query.

This is a personal choice, and will depend on the unique nature of *your* manuscript and approach. But if you have a strong “in” with an agent or editor - you met them in person, for instance, or they invited you to submit via a conference - it’s probably best to lead with the introductory paragraph to remind them who you are, then follow with your hook.

Some Approaches

Set the Scene / Era and location:

- On a snowy day in New York City...
- In an old Paris boarding school covered with vines...
- In a small Italian village, a long time ago...



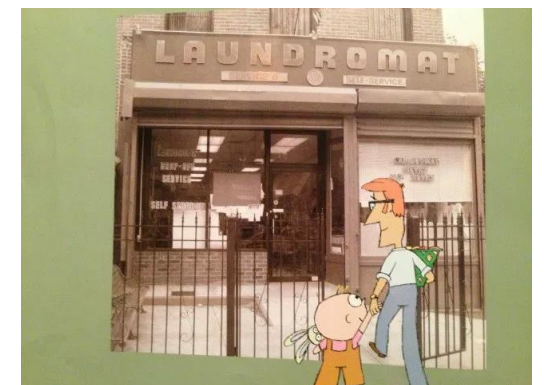
Set up your main character:

- Max is in BIG trouble...
- Olivia may be a pig, but she's totally fabulous...
- If only Peter could whistle!



Try the "when" formula:

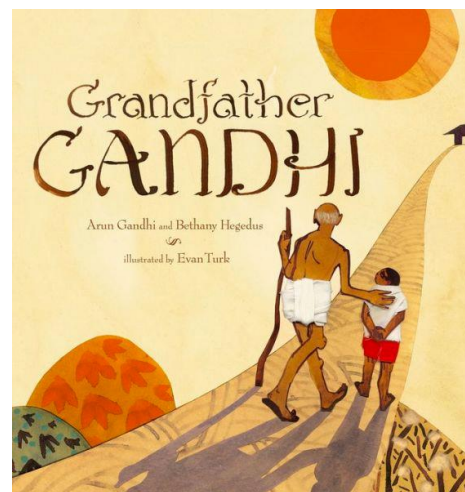
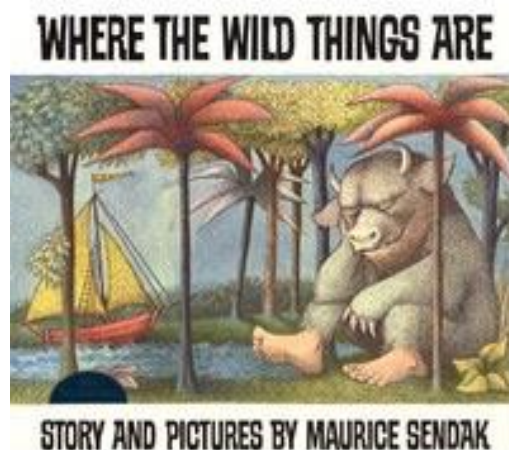
- When a young bunny tells his mother he's running away...
- When a pre-verbal toddler leaves her favorite toy at the laundromat...
- When a brother and sister find a board game under a tree...



Hook Templates

HERO wants **GOAL**, but he can't because **OBSTACLE/PROBLEM**, so he **TAKES ACTION**, and learns **THEME**.

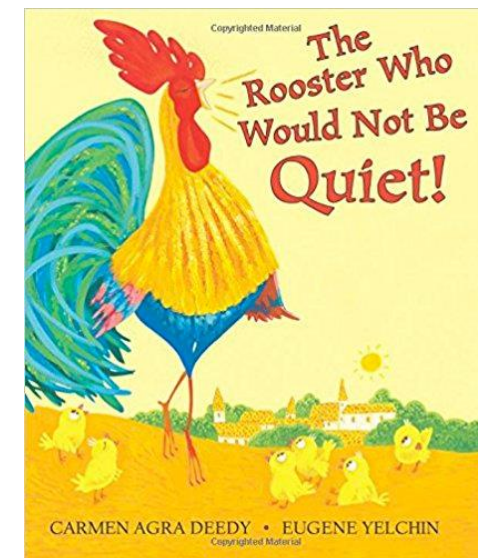
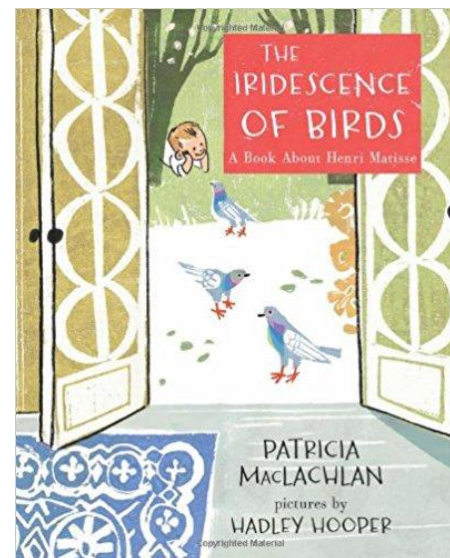
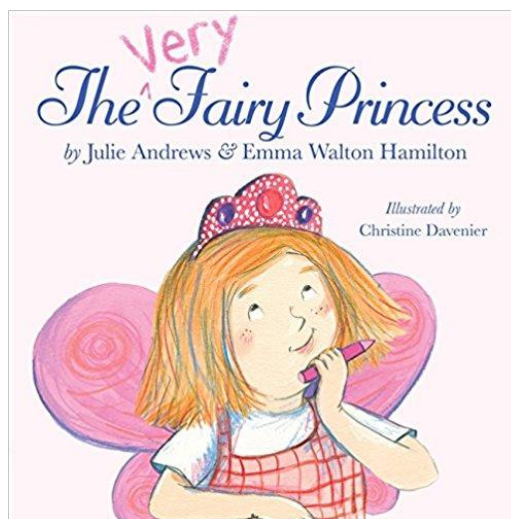
- ★ **Where the Wild Things Are:** Max wants to be “wild,” but when his mother sends him to bed without supper, he embarks on an adventure with the “Wild Things” only to discover that being where someone loves you best is better than being wild.
- ★ **Grandfather Gandhi:** Arun Gandhi wants to live up to his Grandfather's example, but his anger always seems to crowd out the peace. He tries to avoid all conflict, but soon learns that anger serves a purpose if used mindfully.
- ★ **After the Fall:** After a bad fall, Humpty Dumpty needs to overcome his fear of heights in order to be with his beloved birds. He tries to ground himself, but eventually discovers that the key to reaching new heights was within him all along.



Hook Templates

When EVENT happens, HERO must TAKE ACTION in order to TAKE AWAY/THEME.

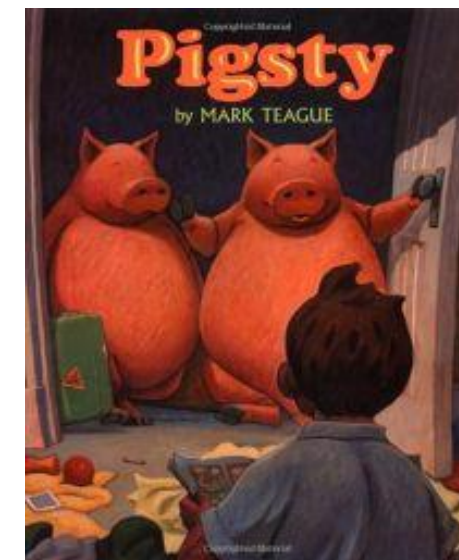
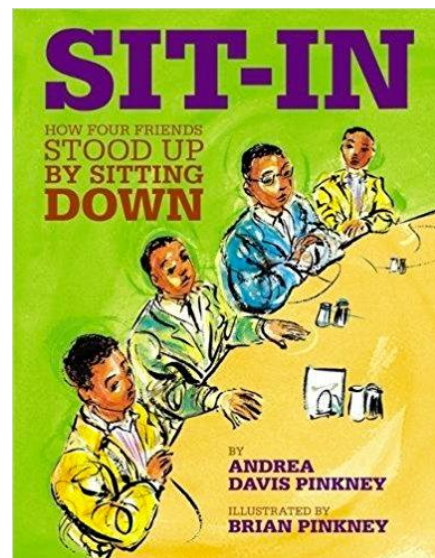
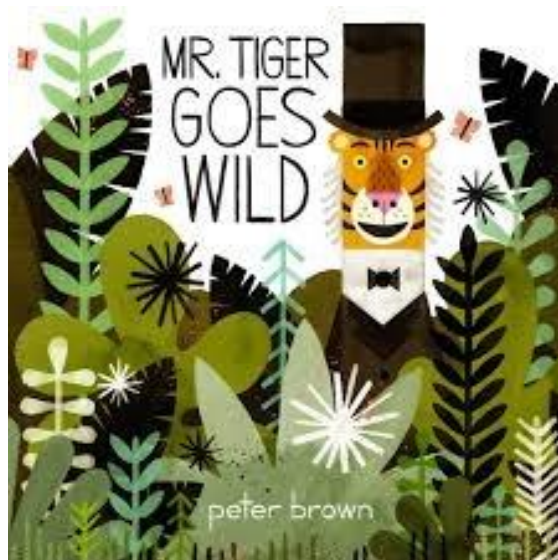
- ★ **The Very Fairy Princess:** When nobody believes Geraldine is a real fairy princess, she must prove to them that there's more to being a princess than sparkles and tiaras.
- ★ **The Iridescence of Birds:** Little Henri Matisse lives in a dreary town where the skies are gray and the days are cold, so he must capture color, light, and movement where he can in order to create beauty in his world.
- ★ **The Rooster Who Would Not Be Quiet:** When the new mayor of La Paz Village bans all loud noises, little rooster refuses to stop singing, demonstrating the importance of raising your voice no matter the cost.



Hook Templates

HERO is tired of **PROBLEM**, so he **TAKES ACTION**, only to discover **TAKE AWAY/THEME**.

- ★ **Mr. Tiger Goes Wild:** Mr. Tiger is bored by the rigidity of his Victorian town, so he strips to his fur and heads to the jungle, only to discover that it's best to strike a balance between being civilized and being wild.
- ★ **Sit-In: How Four Friends Stood Up by Sitting Down:** When four college students get fed up with being told they can't sit at the "whites only" lunch counter at Woolworth's, they sit anyway, demonstrating that peaceful actions of protest can change the course of history.
- ★ **Pigsty:** Wendell is tired of cleaning his room, so he quits, rendering his room a literal pigsty. His porcine companions are fun at first, but once they begin ruining his favorite things, Wendell learns how to take care of what you value.

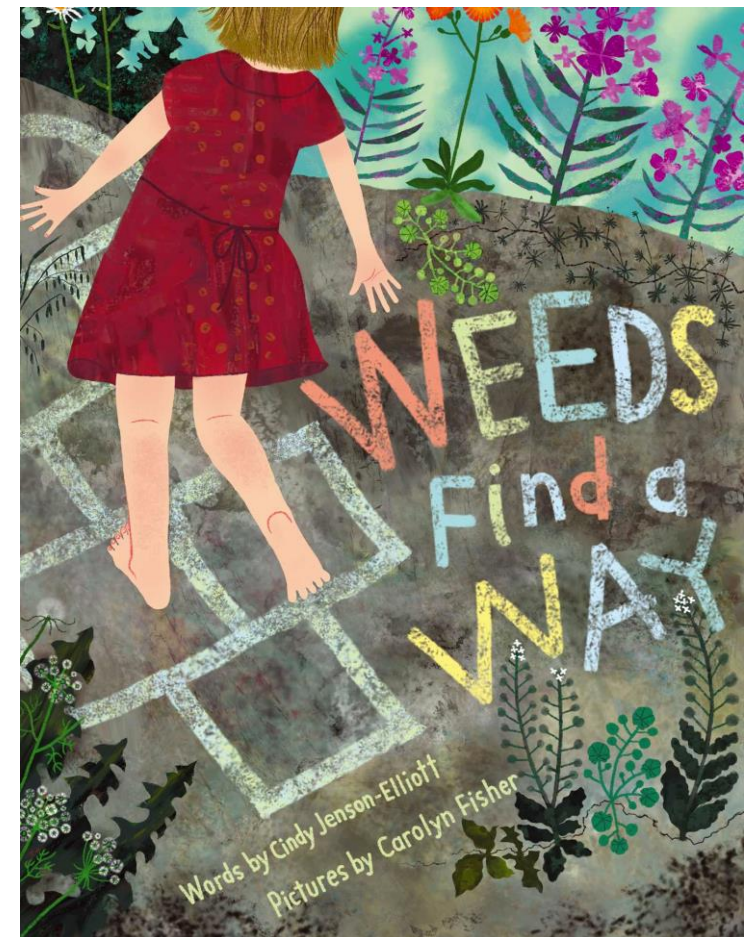


Expository Nonfiction Hooks

Expository Nonfiction Books are picture books that are not story- or character-driven. Their goal is to inform kids about a particular topic, i.e. an animal, part of the world, science, math, history, etc.

If yours is an expository nonfiction book, consider the following:

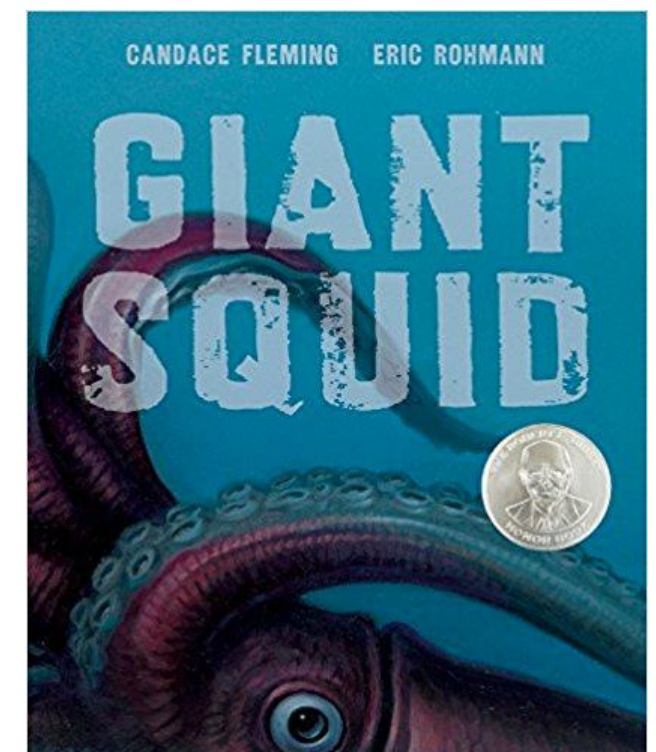
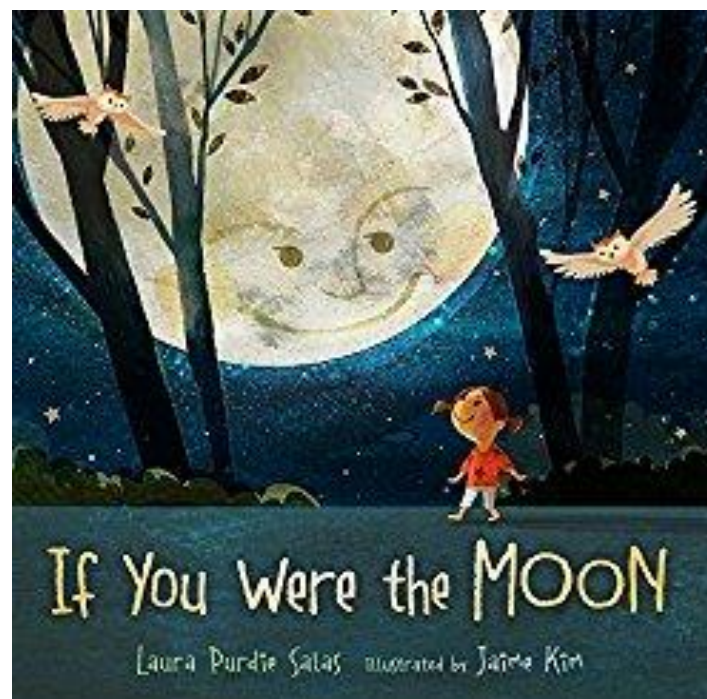
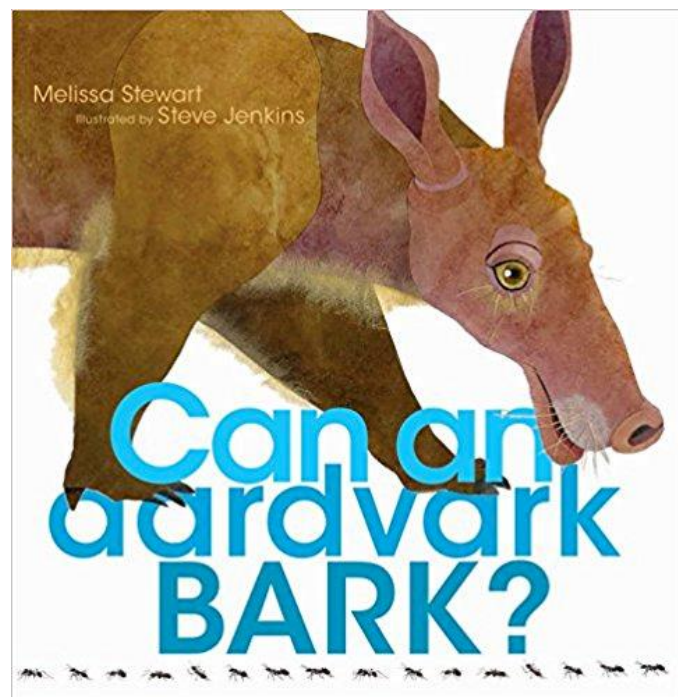
- Is there an arc or story behind the topic?
- What is your angle on the topic?
- What is the intended takeaway for young readers?



Expository Nonfiction Hooks

Sample hooks from popular expository nonfiction books:

- ***Can an Aardvark Bark?*** – With a growling salamander, a whining porcupine, and laughing gorillas, this boisterous book is chock-full of surprising discoveries about the sounds animals make.
- ***If You Were The Moon*** – This whimsical, lyrical book lights the way for kids to learn about the moon's many roles.
- ***Giant Squid*** - Dive into the dark and deep to explore one of the largest and most mysterious creatures on earth.

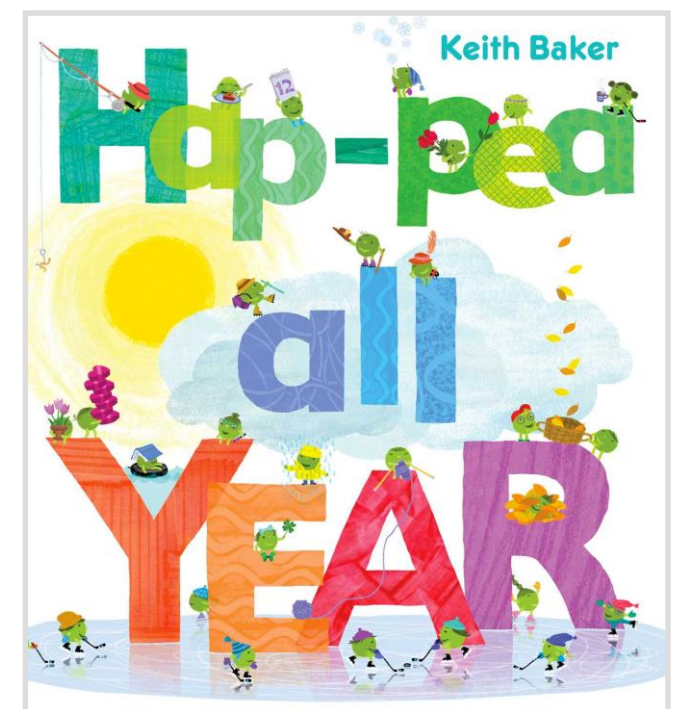
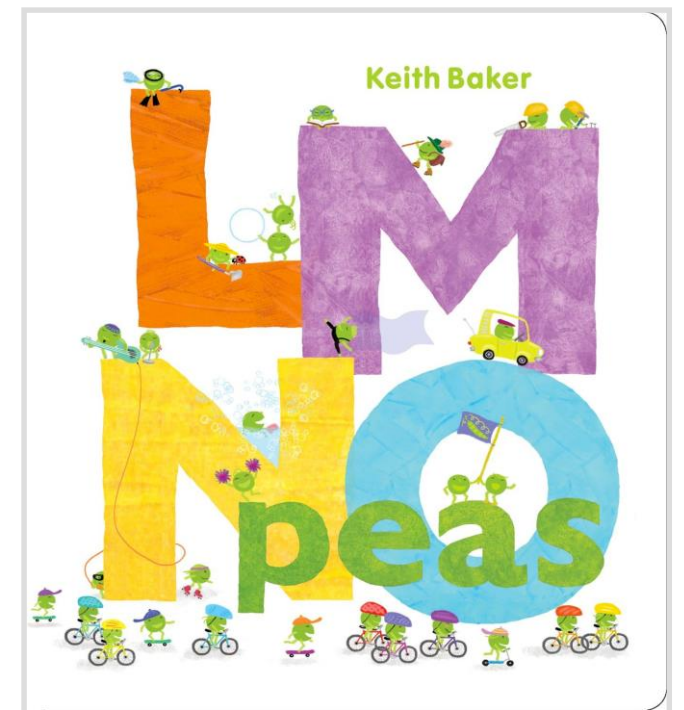


Concept Book Hooks

Concept Books are picture books that are not story- or character-driven. Their goal is to teach kids a certain concept, i.e. the alphabet, numbers, colors, manners, how to ____, etc.

If yours is a concept book, consider the following:

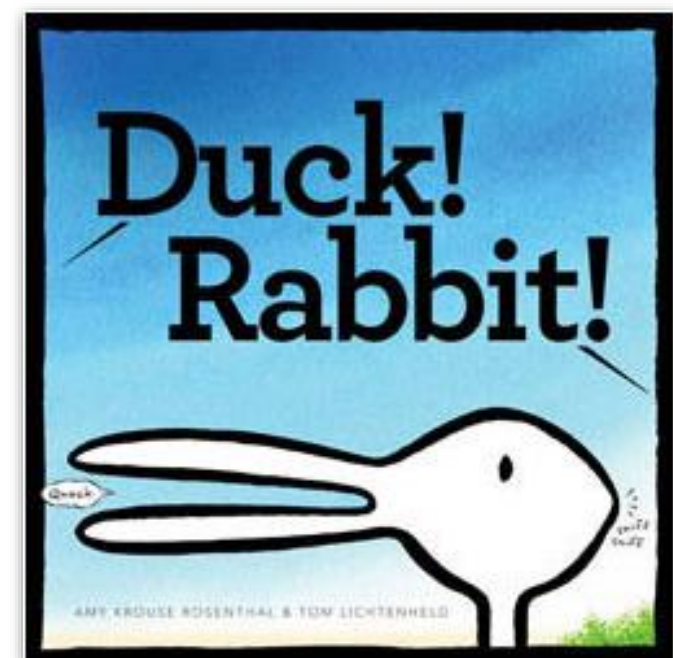
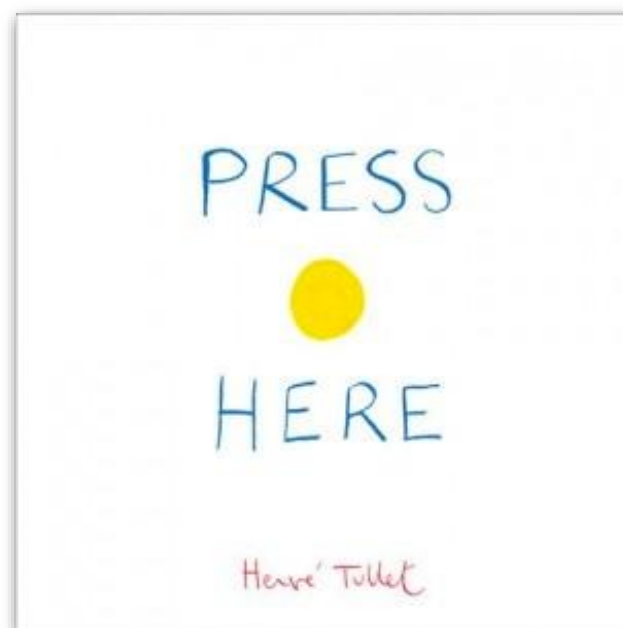
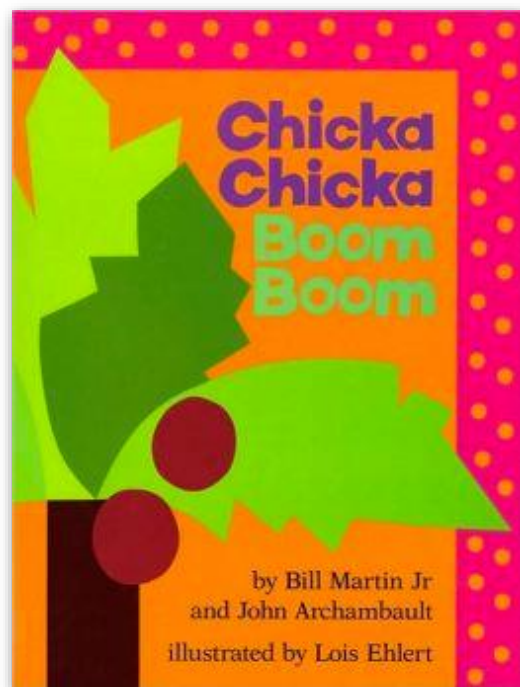
- Is there a point-of-view?
- Is there a story behind the concept, i.e. learning the alphabet?
- What is your approach to the concept?
- What is the intended takeaway for young readers?



Concept Book Hooks

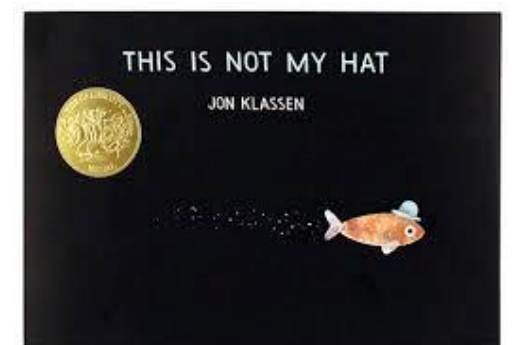
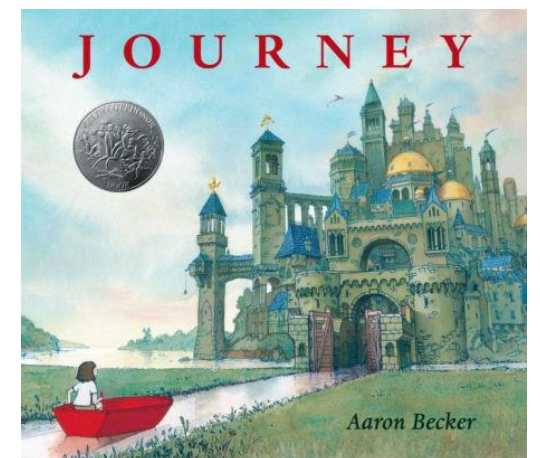
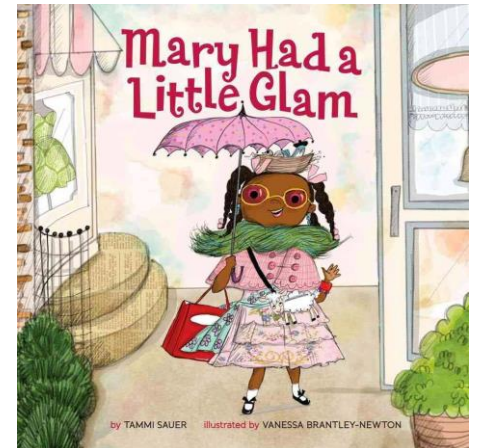
Sample hooks from popular concept books:

- ***Chicka Chicka Book Boom*** - When A tells B to meet him at the top of the coconut tree, the other letters of the alphabet follow them - with riotous results.
- ***Press Here*** – A simple, transforming dot, plus interactivity and the power of imagination, can rival any electronic wizardry.
- ***Duck! Rabbit!*** Is it a duck or is it a rabbit? It all depends on how you look at it... and everything else in the world.



Using Comp Titles in Your Hook

- Make a “mashup”
 - **Mary Had a Little Glam:** *Mary Had a Little Lamb* meets *Fancy Nancy*.
- In the Spirit of...
 - **Journey:** In the spirit of *Harold and the Purple Crayon*, a lonely girl draws a magic door on her bedroom wall and through it escapes into a world where wonder, adventure, and danger abound.
- Unlike X, my book...
 - **This Is Not My Hat:** Unlike *The Rainbow Fish*, this fish learns — the hard way — to let others keep what is rightfully theirs.



Avoid...

Rhetorical questions

- Will Max ever find his way back home?

Telling, instead of showing, what your book is about

- After Max plays too wildly, he gets sent to his room, where he imagines himself taking a boat across the sea to visit the Wild Things, but eventually he misses home and returns.

Overuse of adjectives (telling)

- Max is a rambunctious, misbehaving boy who is misunderstood by his harried mother. He takes a perilous, sweeping journey to visit the vicious Wild Things, only to find home isn't so bad after all.

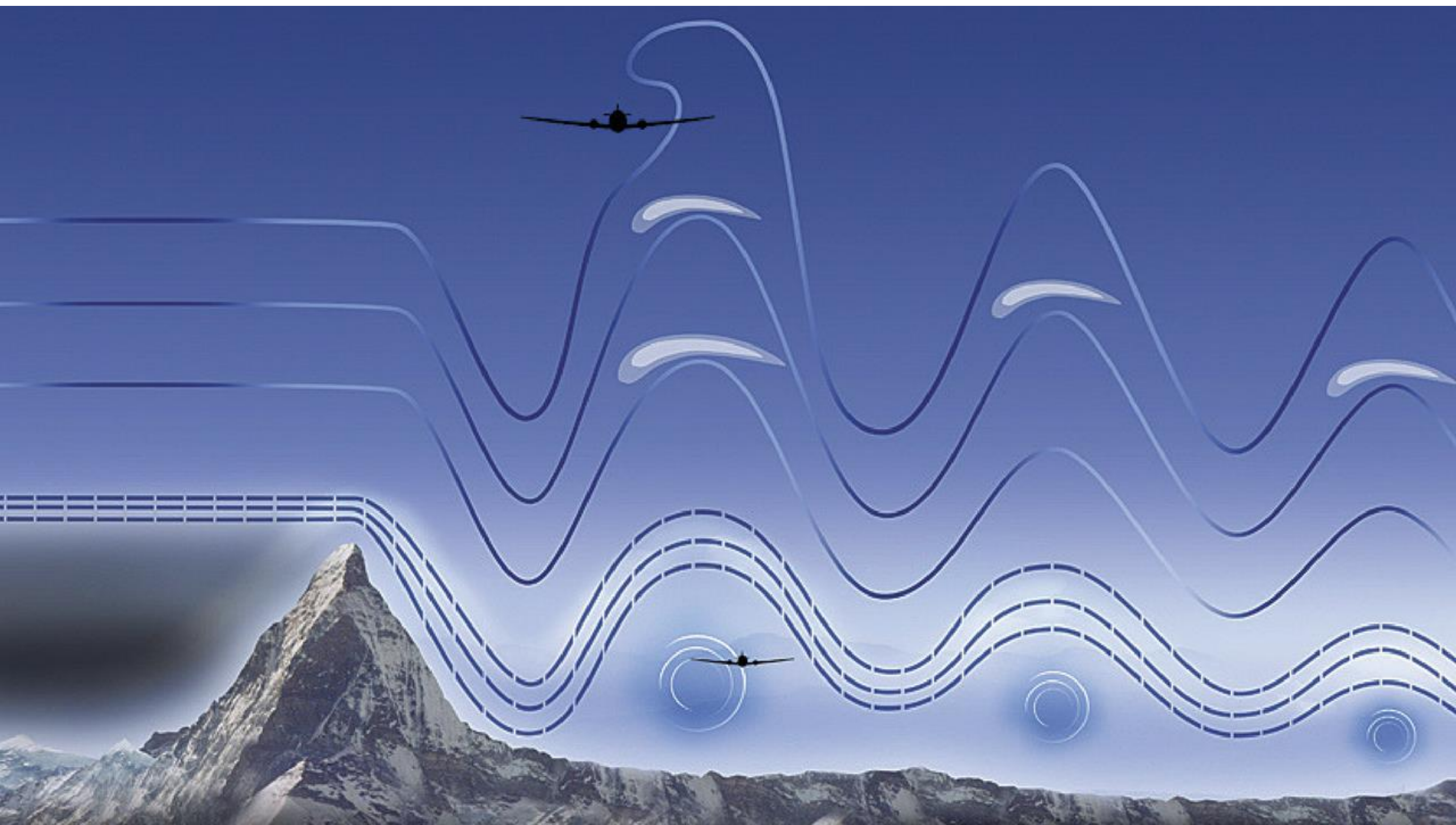
Revealing the whole story/ending

- After Max gets sent to his room without supper for being “wild,” he dreams of being King of the Wild Things, but when he wakes up, he finds his supper waiting for him and knows his mother has forgiven him.

Our Promise to You Today


We will make your hook writing skills take flight. You'll walk away feeling confident that you CAN and WILL write compelling hooks. You'll have rock solid tools you can use the *minute* you get off this webinar. Pinky swear!





But Not to Worry!

If you take just ONE thing from this webinar, it should be this:



**PB Submissions don't
HAVE to be complicated
...or scary**

- They are important
- They do involve a lot of steps and research
- There are variations, depending on genre, author only, an illustrator, etc.
- It's easy to make mistakes

BUT...

Something
Good
is coming

All You Need is a System

A “Submission System”...

- Gives you ALL the pieces (beyond just the hook) you need to create a winning submission
- Leads you through a step-by-step process every time you submit
- Organizes all the information you need in one place
- Makes submitting EASY



With a System, You Will...

- Remove doubt
- Save time
- Stop reinventing the wheel
- Avoid fatal mistakes
- Submit with confidence
- Wow agents and editors with stand-out submissions...



EVERY TIME!

So, the obvious question is...

“How do I get a system?”



1. DIY

- Research every aspect of writing query letters and submitting picture books.
- Document your research so it's available when you need it.
- Organize the information so you can find it again & again.
- Update the information regularly.
- Hire freelance editors to critique each of your submissions.
- Attend workshops, conferences, classes to stay current.



2. Individual Consultations

- Emma charges **\$300** for query critiques, **\$750** for a picture book evaluation, and between **\$1000 - \$1200** for line editing
- Julie doesn't even OFFER query critiques anymore
- We're both **\$250 per hour** for consulting
- Conference fees range from **\$300 - \$2000**, not including travel expenses
- **\$1000 MINIMUM** = ready to submit one picture book



3. Use Ours!



THE *Complete* PICTURE BOOK SUBMISSIONS SYSTEM

With Our System You Get...

- Step-by-step mentorship
- ALL the information you need, available 24/7
- Organized in the order you need it, in easily digestible units - no overwhelm!
- Continuously updated - newly revised for 2018
- Hundreds of resources, available at the click of a button
- Collective knowledge of two trusted industry experts



So, what exactly IS this System?



- **7 Modules** covering EVERY aspect of picture book submissions
- Entirely online
- Self-paced
- Videos, slides, transcripts, tools, templates
- FAQs answer EVERY question
- Updated annually
- Everything you need, all in one place, every time you submit



THE *Complete*
PICTURE BOOK
SUBMISSIONS
SYSTEM







Module One

- Makes researching agents and editors a breeze

| Module 1 | Getting Started | |
|----------|--|---|
| Unit 1 | To Whom Are You Submitting? Agents vs. Editors |  |
| Unit 2 | Researching Agents and Editors |  |
| Unit 3 | The Query versus The Cover Letter |  |
| Unit 4 | Tracking Submissions |  |
| Unit 5 | Finding and Using Comp Titles |   |







Module Two

- Guidelines and templates for writing standout hooks and query letters

| Module 2 | Query Letter Components | |
|----------|--|---|
| Unit 1 | Paragraph 1 - The Intro |  |
| Unit 2 | Paragraph 2 - The Hook |   |
| Unit 3 | Paragraph 3 - Bio and Market Information |  |
| Unit 4 | Paragraph 4 - The Conclusion |  |
| Unit 5 | Putting It All Together |  |



Module Three

- 50 real-life video query critiques to learn from, so you don't make the same mistakes.

| Module 3 | Query Critique Clinic | |
|----------|-----------------------|---|
| Unit 1 | Query Critiques 1-10 |  |
| Unit 2 | Query Critiques 11-20 |  |
| Unit 3 | Query Critiques 21-30 |  |
| Unit 4 | Query Critiques 31-40 |  |
| Unit 5 | Query Critiques 41-50 |  |
| Unit 6 | Top 10 Query Mistakes |  |





Module Four

- NEVER worry again about what you should and shouldn't do in your submission. It's all here all the time.

| Module 4 | Query Dos and Don'ts | |
|----------|----------------------|---|
| Unit 1 | Query "Dos" |  |
| Unit 2 | Query "Don'ts" |  |

Module Five

- Submission and formatting templates for EVERY type of query and manuscript. Avoid formatting faux pas!

| Module 5 | Manuscript Submission | |
|----------|---|--|
| Unit 1 | Formatting Your Submission |   |
| Unit 2 | Submitting Illustrations |  |
| Unit 3 | Understanding Layout |  |
| Unit 4 | Submissions After Parting With an Agent |  |
| Unit 5 | Query Etiquette |  |
| Unit 6 | FAQs |  |




Module Six

- Don't get derailed by feedback!

| Module 6 Understanding Agent/Editor Responses | | |
|--|----------------------------------|---|
| Unit 1 | Interpreting Rejections |  |
| Unit 2 | Dealing with Feedback |  |
| Unit 3 | When an Agent Requests More Work |   |

Module Seven

- Evaluate offers of representation, understand contracts, and avoid making BIG mistakes.

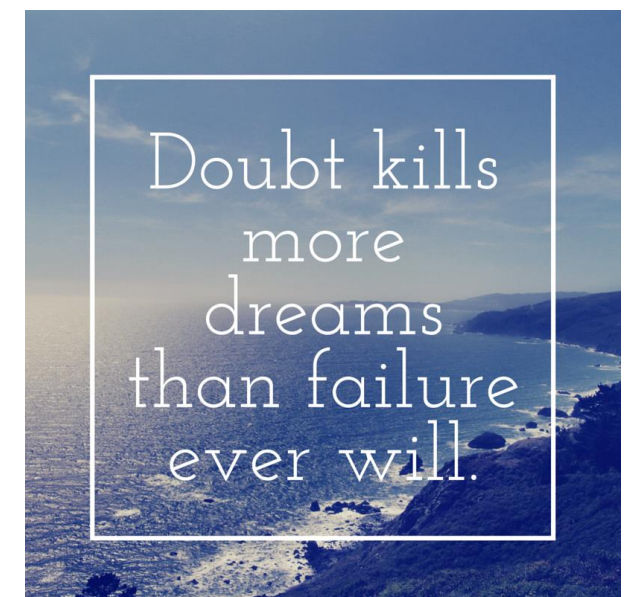
| Module 7 | I've Got an Offer. Now What? | |
|----------|--------------------------------------|---|
| Unit 1 | Evaluating Your Offer |  |
| Unit 2 | Offer Etiquette |  |
| Unit 3 | What to Look (Out) For in a Contract |  |



How Much Will This Cost?

Compare...

- Cost of individual consultation for each submission
- Precious time you could spend writing more books and SENDING submissions!
- Wallowing in self-doubt and uncertainty



OR...

- Save money, time, AND your sanity. Have all the information you need in one place, in perpetuity, for every submission you'll ever create, for...

ONLY \$297!*



*OR two payments of \$175 each - one now, one in 30 days

But Wait...
**THERE'S
MORE!!!**

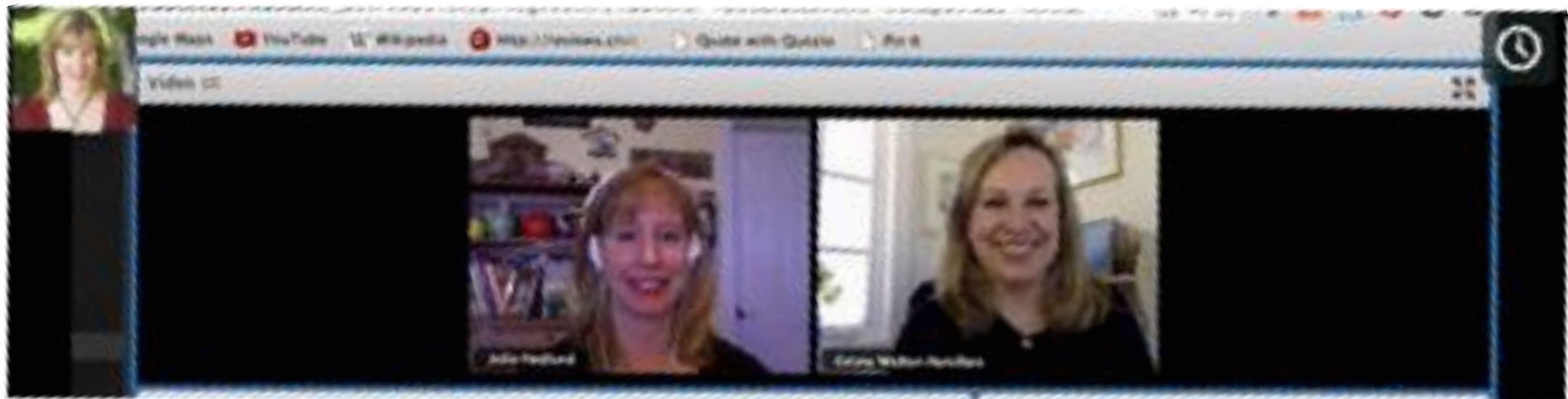


VIP Bonus #1

The Answer to the #1 Question We Get Asked...
(\$97 value)

“How do I *know* if my picture book is truly submission-ready?”

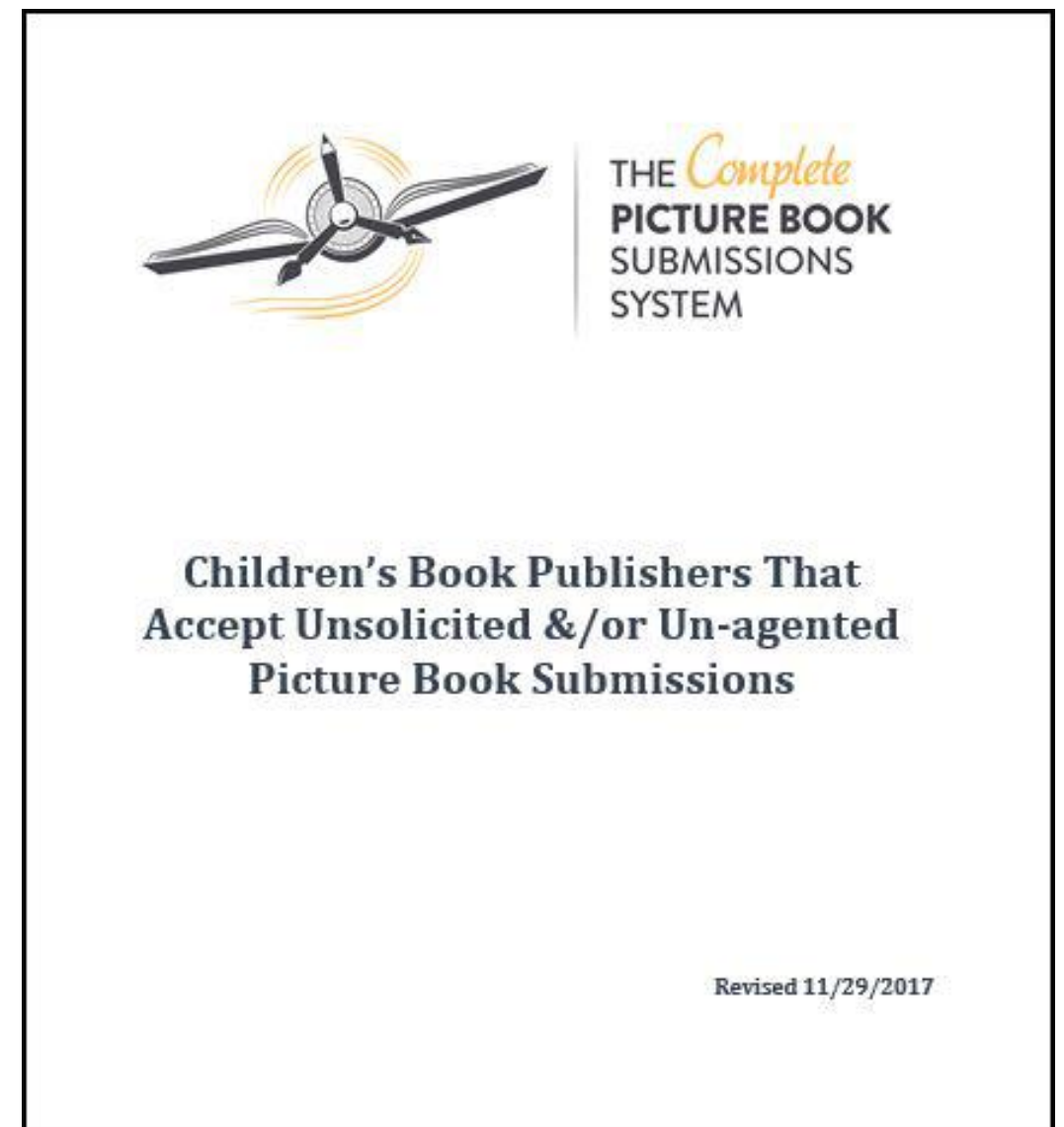
- One hour webinar dedicated to the topic
- Video, transcript + cheat sheet



VIP Bonus #2

List of Publishers That Accept Unsolicited or Un-Agented Submissions

– Updated every six months!



VIP Bonus #3

All About Author Platform!

(\$127 value)

- Full course from Julie's **How to Make Money as a Writer** series.
 - Overview
 - Blogging
 - Video & Visual Marketing
 - Social Media
 - In-Person Platform



Lesson 4

Platform & Promotion
Overview

VIP Bonus #4

Insider's View of Agent-Client Relationships

(\$97 value)

- Julie's 12 x 12 interview with her own agent **Erzsi Deak**, of Hen & Ink Literary
- Dos and don'ts right from the agent's desk!
- Video and transcript





- We're hosting a live PITCH PARTY for everyone enrolled in the System - January 18th.
- Real-time critiques of your hook sentences/pitches with both Julie and Emma

(\$300 value)

THAT'S \$600 WORTH OF BONUSES

But YOU Pay

\$0



*OR two payments of \$175 each - one now, one in 30 days



SO...

- If you want to craft stellar submissions without spending thousands of dollars or doing months of research, **there is NO better system**
- **EXACTLY what we needed** when we started
- You get ALL the modules and bonuses **immediately!**
- You'll never submit another picture book without us cheering you on.



I love this course. I'm taking my time going through everything slowly. I love the amount of query critiques that are given. It is so helpful to know what works and what needs left out of a query letter!

I'm to the point in my career that I need as much submission info as possible. I know I will be using this information in the years to come. Thank You Emma and Julie!



I would recommend this course to everyone. Emma's Just Write for Kids series was one of the best courses I ever took and this Complete System is amazingly detailed and helpful. Both Emma and Julie are inspirational as they break down the submission process to its bare essentials and show through examples and manageable sections how to create the best query for your picture book. Thank you both for such an excellent resource.



Marilyn Garcia

I just watched the replay of the Q&A session. Thank you, Julie, Emma, and Kelli!

Several times you've mentioned things that cost writers: agent fees, editor fees, etc. It is hard to justify going deeper and deeper in the red, waiting for some return "some day". I have spent my share of money on learning how to write kidlit and learning about the business. I am so glad that I spent money on this system. I am learning so much! I'm not submitting yet, but I can feel myself getting closer every day.



Start Today!

- For only **\$297**
- ...OR two easy payments of \$175
 - Holiday friendly: second payment in 30 days
- 30-day money back guarantee



Act Fast!

The System is only available through December 11th, midnight, PST

- Cart closes, bonuses gone
- Don't know when we'll reopen enrollment
- Don't spend another day in fear and confusion
- Don't go it alone!



Enroll Here...

<http://picturebooksubmissions.com/enroll-now/>

As Promised...

Link to slides and templates:

picturebooksubmissions.com/handouts



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Sign Up Now!

<http://picturebooksubmissions.com/enroll-now/>



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