

Query Letter Essentials (Think Like an Editor)
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The Hook

- Problem/solution
- Informative
- The question
- Hooks to avoid: personal intro; "suck up"; sympathy, "I'm perfect . . . ", "I'm an amateur"

The Pitch

- Why it's important, appeal
- Word count
- Brief summary
- Magazines: specify the section, reference another piece, sidebars, quizzes

The Body

- Overview of story

The Credentials

- Professional experience, relevant writing experience, speaking
- Academic degrees or training
- Teaching experience
- Personal experience
- Interviews w/experts

The Close

- The extra nudge; "Are you interested?"
- Thank you
- "I'll follow up . . . "

Clips

- Relevance
- No clips? No worries . . . Idea may be able to stand on its own

Follow Up Letter

- Reminder
- "If I don't hear from you, I'll assume you're not interested and will market it elsewhere..."