

HOW TO WRITE AN EFFECTIVE HOOK and QUERY with Trident Media Group Literary Agent Mark Gottlieb

Mark Gottlieb's class is an intensive on hook writing, also known as the elevator pitch, and query letter writing. The class will lend participants a feel for comfortable public speaking in the fashion of selling a book idea to an agent, editor or publisher. Rarely is such an industry insider craft shared. This is a great opportunity to get your book idea in front of a literary agent from Trident Media Group, Publishers Marketplace's #1-Ranked Literary Agency.

HOW TO WRITE AN EFFECTIVE HOOK AND QUERY will be divided into three transitory parts, comprised of:

- 1) Real hook and query examples that have sold to publishers will be shared/passed around. The nuts and bolts of what makes for a great hook will be explained in thumbnail. Students and teachers will dissect what goes into a knock-out hook. These examples will demonstrate the construction of good pitches for presenting book ideas to industry professionals.
- 2) Class will then break mid-session for students to quietly draft or edit their own pre-existing elevator pitches and query letters based on the examples provided. Mark Gottlieb will be closely available to students during this portion of the class, quietly providing them with instructor feedback and notes for improving upon their pitches.
- 3) The last portion of the class is a constructive critique where students will be invited to present the hook portion of their pitches to the classroom. This portion of the class is intended as an exercise whereby students begin to feel comfortable with the rhetoric, body language and starkness of pitching. Presentations will be timed for 30-45 seconds by the instructor, and presenters will not only stand before the class, but will also face a classmate in presenting. (This will give the feel for speaking before an individual, within the context of group, much like at a cocktail party or book event). Afterwards, the presenters will be able to collect general class opinions, but should hold their own responses to the critiques until all comments have been delivered. There will be a show of hands from the class to see who would have read the manuscript based on the pitch delivered.

Hook Examples

<p>Fiction: Thriller</p>	<p>NYT bestselling author and author of the forthcoming THE VANISHING YEAR and BLACKBIRD SEASON, Kate Moretti's THE REMAINDERS, pitched as DARK PLACES meets GIRL WITH THE DRAGON TATTOO, in which the daughter of a famed serial killer is compelled to meet the husband of one of her imprisoned mother's victims, only to find he was murdered—she is made the prime suspect and is forced to flee, knowing she has very little time to find the truth before the police—or the real murderer—gets to her first, to Sarah Cantin at Atria, by Mark Gottlieb at Trident Media Group (World English).</p>
<p>Children's: Young Adult</p>	<p>TEDx speaker, The Feminist on Amy Poehler's Smart Girls at the Party, Mashable journalist, MOTH Slam winner, comic and host of the monthly Hello Giggles show at UCB, Ruby Karp's BRATTY: WE ARE MORE THAN JUST A BUNCH OF DUMB TEENAGERS OBSESSED WITH OUR PHONES, pitched as the handy LEAN IN for the ROOKIE generation, on what it's like to be inside a teen's mind, how social media impacts a teenager and what all their "angst" is really about, from an actual teenager offering life lessons, to Julie Matysik at Running Press, by Mark Gottlieb at Trident Media Group (World).</p>
<p>Non-fiction: Humor</p>	<p>Social media @XplodingUnicorn phenomenon James Breakwell's ONLY DEAD ON THE INSIDE: A PARENT'S GUIDE FOR SURVIVING ZOMBIES, pitched as styled in the tradition of Max Brooks's THE ZOMBIE SURVIVAL GUIDE and THE WORST-CASE SCENARIO SURVIVAL HANDBOOK, providing practical advice on how to raise happy, healthy children in the midst of the zombie apocalypse, by joining the genres of parenting advice books and undead survival manuals in an unholy union that is both ill-advised and long overdue—the narrator, an inept father of four young daughters, uses twisted logic, graphs with dubious data, and web comics that look like they were drawn by a toddler to teach families how to survive undead hordes, to Glenn Yeffeth at BenBella Books, by Mark Gottlieb at Trident Media Group (NA).</p>
<p>Graphic Novel</p>	<p>Eisner Award-nominated author Jason Walz's LAST PICK, pitched as Judd Wick's HILO and Craig Thompson's SPACE DUMPLINS, an exploration of the dangers of minimizing the worth of others by labeling them, with family devotion at the heart of the adventure of tackling questions of personal worth and loss, wherein aliens whisked away every "able-bodied" person from Earth; everyone left behind knows that they were spared because they were too young, too old, or too "disabled," a bitter pill to be saved because you're just not good enough—now it's up to a brother and sister to inspire those left behind to become more than they have been told they are, but far across the galaxy, a mighty alien nation tightens its grip on humanity—it's time for "the last picked" to step into the game, to Connie Hsu at Roaring Brook Press, in a good deal, by Mark Gottlieb at Trident Media Group (World).</p>
<p>Fiction: Sci-Fi/Fantasy</p>	<p>World Fantasy Award Nominee Christopher Brown's TROPIC OF KANSAS, on the front lines of a revolution whose fuse they are about to light, a fugitive brother and sister are harboring explosive government secrets; pitched as a novel of political dissent akin to the Americana of THE ROAD, the brave new corporate world of JENNIFER GOVERNMENT, or a post-9/11 MAN IN THE HIGH CASTLE; the story of ordinary people seeking to refresh democracy in a mirror America ruled by a telegenic dictator of a businessman, moving to David Pomerico at Voyager, by Mark Gottlieb at Trident Media Group (world English)</p>

Query Letter Examples

“The tantalizing plot twists layered atop the juxtaposition of the protagonist's troubled past and the opulence of her current life are not only intriguing, they'll keep you reading **THE VANISHING YEAR far into the night. Well done, Ms. Moretti, well done!”** –Lesley Kagen, *New York Times* bestselling author of *Whistling in the Dark* and *The Resurrection of Tess Blessing*

“THE VANISHING YEAR takes us from the heights of New York Society to the depths of the depraved mind. In this gut-grabbing novel Moretti creates a glittery world of dreams and nightmares. Moves and counter-moves. Clear your schedule and brew a pot of coffee. You're going to be up all night with this one.” –T.E Woods, author of *The Justice Series* (Random House)

[Advance praise from *New York Times* bestselling author Heather Gudenkauf TK]

I am pleased to send you **THE VANISHING YEAR** by *New York Times* bestselling author Kate Moretti. Her thriller writing is fluid and engaging, with well rendered characters, and satisfying plot twists, set among the location of upper-crust Manhattan. Kate's audience will find themselves reading eagerly, while fans of Sandra Brown, A.S.A. Harrison and Elizabeth Haynes will thoroughly enjoy.

Zoe Whittaker, a recently married Manhattan socialite, has gone from rags to riches, marrying one of the city's wealthiest and most eligible bachelors—and it could cost her life.

Years ago back in college—following the death of her adoptive mother—Zoe had abandoned her life as a student. Zoe became addicted to narcotics, eventually selling them and even sleeping with her dealer—her mother's abusive ex-boyfriend. Ultimately, after she is witness to underage girls being sex trafficked—she testifies against the drug ring and flees NYC with a new identity.

Almost a year into a chilly marriage, and well-settled in the Manhattan social scene, Zoe longs for roots and connection, over the objections of her abstruse husband Henry, who is a widower. With the help of photographer and former private investigator named Cash, she tracks down her biological mother, who coolly rejects her, but not before informing Zoe that she is a twin. At the same time Zoe begins feeling threatened after nearly being run over by a car. After her home is vandalized, she fears her mother's ex-boyfriend or someone else from her past is out for revenge. Henry sequesters her in the country for her own protection where she discovers that her twin sister, Tara, was Henry's wife. Tara was killed in a case of mistaken identity nearly five years prior. Things escalate until she discovers an unbearable truth about Henry's dead wife. Zoe quickly feels Henry's psychopathic scare tactics to make her believe her life is in danger. Will Zoe be able to reclaim her old life and survive the psychological scars of the ordeal to come?

Kate Moretti is the *New York Times* best bestselling author of **THOUGHT I KNEW YOU**. Her second novel **BINDS THAT TIE** was released in March 2014 to much praise. She is a member of WFWA, Sisters in Crime, and is the Marketing Director of Tall Poppy Writers. Kate is also a 2013 Reader's Choice Award Winner. She is currently working on her next novel. katemoretti.com

Advance Praise/Endorsements TK: Amy Poehler, founder of *UCB, Parks and Recreation, SNL* | Tina Fey, *30 Rock, SNL*, creator of *Unbreakable Kimmy Schmidt* | Rosie O'Donnell, *The View, The Rosie Show* | Zoey Deschanel, *New Girl*, founder of *HelloGiggles, She & Him, 500 Days of Summer*

BRATTY is book on what it's like to be inside a 16 year-old's mind, how social media impacts a teenager and what all their "angst" is really about. From an actual teenager.

Social Media: Through Hello Giggles promotional support, Ruby Karp has access to: ○ 1.4m Facebook followers ○ 198k Instagram followers ○ 173k Twitter followers (And more on the author's personal followers list)

Ruby Karp is a 15-year-old feminist, comedian and journalist. She has spoken about feminism on Amy Poehler's *Smart Girls at the Party* and at *TEDx*. She has been the host of the monthly *Hello Giggles Presents Very Important Things* show at the *Upright Citizen's Brigade Theatre* since 2011. She has written for *Hello Giggles, Mashable, The Mindhut and Bustle*. She has an advice column on *SparkNotes* called *Ask Ruby*. She has spoken at the United Nations as a *Dove* spokesperson, discussed the importance of self-esteem at the *It's Our Turn: the Young Women's Conference*, has been at panelist at *BookCon* with Tavi Gevinson, has won a *MOTH Slam* and has been named one of the most successful teens of this generation by *Seventeen* and *Cosmo*. She's been a speaker at *StuVoice Live*, an organization dedicated to students taking charge of their education. She recently worked with *Kit-Kat* to film a short on herself about how she uses her "break-time" better. She has been featured on shows like *MSNBC, NBC, HuffPost Live*. She made her viral debut at the age of four in *Human Giant*, and has since been a staple at *UCB* shows like *Broad City Live, The Chris Gethard Hour, and ASSSSCAT* amongst many others. Currently, she's trying to make sense of Trig at LaGuardia High School of Music & Art and Performing Arts in New York City. Follow her on twitter @rubykarp or find her articles on HelloGiggles: hellogiggles.com/author/ruby-karp/

Ruby Karp's mother is Marcelle Karp: https://en.wikipedia.org/wiki/Marcelle_Karp

BRATTY is a judgmental free zone, something teenaged girls yearn for. **BRATTY** is the handy Lean In for the Rookie generation. It's the definitive diary for the pre-Broad City posse. It's real life Kids, unmoored by their "O Captain my Captain" cries. It's the book teens will reach for when they're looking for that perfect quote to put on their Tumblr page and the book parents will refer to when they need a vernacular refresher, like understanding the difference between "bagging" and "cuffing." It's the missing link between leaning in and falling over.

BRATTY can appeal to a variety of demographics. It will be relatable to Gen-Z'ers and Millennials because it is being written by a teenager, someone actually living the life she's writing about. Therefore, any teen can pick it up and immediately scream, "Oh my god, yes." It can appeal to parents, because a majority of the book will be talking to people who are around kids on what they're doing right/wrong and the importance of being there for your kid in all the right ways; also parents seem to be incredibly disconnected from the lives of teenagers, even though once upon a time, they were in fact, teenagers. The book overall appeals to young women, in helping them to understand they're not the only ones feeling their intense feelings, what feminism *actually* is, and why we need to stop calling everyone "sluts." The book can appeal to anyone curious as to what it's like growing up with a world that revolves around screens and how it impacts daily life on teenagers. **BRATTY** is above all, a call to action to us all, a reminder that we are more than just a bunch of dumb teenagers obsessed with our phones.

Comparative Titles

- *Untangled: Guiding Teenage Girls Through the Seven Transitions into Adulthood* by Lisa Damour
- *Rookie* edited by Tavi Gevinson
- *Girl* by Blake Nelson