

# INSIDER SECRETS: Agent Pitches and Queries

Back by popular demand! **Laurie McLean**, co-founder of Fuse Literary and the speaker who wowed us at our September meeting, unveils the secrets of the perfect pitch and the quintessential query at a fast-paced, information-packed workshop just for Central Coast Writers members and guests. Many of us have tried for years to land an agent. Here's your chance to spend a morning with an industry insider who knows the secrets to cutting through the slush pile and getting your project the attention it deserves.

- Pitches and queries—what are they and how are they different?
- Elements of the perfect query, and what to do/what not to do.
- High concept pitching: word cloud creation, making a query memorable.



*Includes the opportunity to pitch to Laurie and get instant feedback!*

**SATURDAY, NOVEMBER 4**

**9:00 A.M. – NOON** (doors open at 8:30 a.m.)

**MPC – SAM KARAS ROOM** (plenty of free parking)

**\$40 CENTRAL COAST WRITERS/CALIFORNIA WRITERS CLUB MEMBERS**

**\$60 NON-MEMBERS**

*This workshop is sure to sell out quickly.*

*Reserve your spot today!*



**Laurie McLean** spent 20 years as the CEO of a multi-million dollar marketing agency and 8 years as an agent/senior agent at Larsen Pomada Literary Agents before co-founding Fuse Literary in 2013. At Fuse Lit Laurie specializes in adult genre fiction plus middle-grade and young adult children's books. Laurie is also the co-director of the San Francisco Writers Conference. Those of you who attended our September meeting know what a dynamic, informative and fun presenter Laurie is!

**Sign up today—fill out and mail the form below.**

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone \_\_\_\_\_

I am a CCW Member \_\_\_\_\_ Non-member \_\_\_\_\_

**Pay by check made out to: "CCW Branch of CWC"**  
**Mail to: CCW Workshop, P.O. Box 997, Pacific Grove, CA 93950**