

## Latinidad Newsletter – October 2003

*You are receiving this newsletter because you have expressed an interest in Marcela Landres and her work. If this newsletter has been forwarded to you and you wish to receive it directly, please visit <http://www.marcelalandres.com/id51.htm>. Past newsletters are archived at <http://groups.yahoo.com/group/marcelalandres/>*

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### **1. Saludos**

Hispanic Heritage Month. I celebrate every month. New feature = Author Spotlight. Can be but doesn't necessarily have to be just published. If you know of a book you'd like to have featured, e-mail me at [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com).

## **2. FAQ**

Q: I've submitted my work to countless agents, only to receive countless rejections. What is a good way to find an agent?

A: Finding an agent can seem like a daunting task. Like many aspects of book publishing, the process is somewhat counterintuitive. Below are my top three tips on how to find an agent who is right for you.

1. Make new friends – Most unpublished writers make the mistake of hanging out with other unpublished writers. While you should cherish your old friends, they are not in the best position to help you with your writing career. Instead, seek to create and nurture relationships with happily published authors, because they have established relationships with editors and agents. If you can impress these writers with your work and persuade them to act as your mentors, they may introduce you to their agents. Agents will naturally respond more readily to proposals that are submitted with a personal recommendation than to those that come in without one.

The best way to connect with published authors is to enroll in writing classes, which are invariably taught by published authors, especially at the more prestigious programs.

2 – Start small – Many big, well-known agents are not proactively seeking new writers. A successful agent, by definition, has established a stable of clients who bring in a substantial, reliable income. As a result, they can be very selective when taking on new, unknown writers. Agents who represent bestselling mystery writers, for instance, are in a position to attract other bestselling mystery writers as clients, which is arguably a safer investment of their time and energy than taking on unknown mystery writers who may or may not ever reach bestsellerdom.

Include high profile agents in your submission mailings, as there's always the possibility one will fall madly in love with your work. But focus your efforts on less established, up-and-coming agents. A hungry agent has a greater incentive to not only take you on, but to work harder for you.

3 – Do your research – Not every agent is right for you. Agents, like editors, doctors and lawyers, tend to have specialties. One agent can represent psychology authors, while another can represent science-fiction writers. If you write cookbooks, neither of these agents is necessarily a good fit for you. While most agents handle authors who write in a variety of categories, it is unlikely that an agent can represent every single category with the same level of expertise. As such, it is to your advantage to submit your work to agents who have experience representing writers whose work is similar to yours.

Two of the best tools for determining what kind of authors agents have represented in the past are: *Publishers Weekly*'s web site (<http://publishersweekly.reviewsnews.com/index.asp?publication=publishersweekly>) and <http://www.google.com/> (or the search engine of your choice). Search Publishers Weekly for past articles about specific topic. Alternatively, read through their past Hot Deals column (<http://publishersweekly.reviewsnews.com/index.asp?layout=community&verticalid=127&industry=Hot+Deals&industryid=2977>), which lists high-profile book deals, and includes the names of the agents who brokered the deals.

Ask a question via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com).

Find more FAQ <http://www.marcelalandres.com/id54.htm>

### **3. Success Stories**

Many of the Latino authors I meet are multitalented artists who, in addition to being writers, are also painters, dancers, singers, comics, actors, photographers, etc. Some of these artists worry that if they focus on their other creative endeavors they may impede their writing careers. Not so. Actively and strategically raising your profile in one arena can help raise your profile in the literary arena. This is especially the case if your writing involves your other areas of expertise. For instance, if you

are a visual artist, your connections in the art world may help you garner quotes from artists, or attract attention from the media when you promote your book, or your facility with color and shape may enrich the language and landscape of your writing. One artist who is building an impressive platform that will likely benefit her writing career is poet and painter Pamela Carvajal Drapala. Congratulations to Pam on having her artwork accepted at a gallery in New York City!

"I'm a subscriber of your e-mail newsletter and thank you for being an outstanding role model and promoter of individuals who wish to get their work recognized. Marcela, you are leading the way for people like me, and I thank you for your words of encouragement that I've received through your e-mails. I believe that because of individuals like you I've continued to strive for my dreams. Yesterday, one of my dreams came true.

I am a Hispanic painter and poet, and my artwork was accepted at the Agora Gallery in New York City. Here's a comment that I received from the Director at the Agora Gallery at Soho:

*'The figurative oil on canvas paintings exhibit tonal charm of composition, content and verve. Each image reverberates with brilliant color eliciting a visceral response. This response is primal and consistent throughout the body of work.'*

Again, thank you for being there for people like myself. We appreciate you.

With respects,  
Pam"

See examples of Pam's art <http://www.geocities.com/Paris/Tower/9556/Pamelaart.html>

Share a success story via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

Find more success stories <http://www.marcelalandres.com/id57.htm>

#### **4. Recommendations**

Literaryagents.org is an invaluable web site created by author Todd James Pierce which is crammed with intelligent and useful advice on how writers can find the right literary agent. Among other things, Pierce shares hard-to-find mailing addresses for top agents, a list of agents who represent bestselling or acclaimed authors, and contact info for agents actively looking for writers (which, as you've read in the FAQ section above, is not as common as you think). I'm so impressed by this site that I include it in the handouts I distribute at my workshops, and on the Resources section of my web site <http://www.marcelalandres.com/id40.htm>. I highly recommend you visit and bookmark this web site, and sign up for Pierce's free Literary Agents Newsletter.

Visit [literaryagents.org](http://literaryagents.org)

Visit Todd James Pierce's [home page](#)

Offer a recommendation via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

Find more recommendations <http://www.marcelalandres.com/id25.htm>

## **5. News to Use**

Check hard copy and computer folders, and/or browse internet,

Publishers Lunch [link to article]

Scam artists: <http://www.washingtonpost.com/wp-srv/style/features/daily/scam092899.htm>

Fallback: [http://www.idiotsguides.com/Quick-Guides/MG\\_Literary\\_Agent/file.htm](http://www.idiotsguides.com/Quick-Guides/MG_Literary_Agent/file.htm)

Suggest an article via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

Find more news to use <http://www.marcelalandres.com/id41.htm>

## **6. Upcoming Workshops**

On October 23 – 24, I will participate in an “Editors Speak” panel regarding Spanish language publishing in the U.S., as well as present my “What Latino Writers Need to Know About Getting Published” workshop.

Location: 2<sup>nd</sup> Annual Latino Artist Round Table (LART) Conference, The King Juan Carlos I of Spain Center, New York University, 53 Washington Square South, New York, NY 10012

Panel: 6:30 – 8:00 p.m. Thursday, October 23, Auditorium, 1<sup>st</sup> floor

Workshop: 11:00 – 1:00 p.m. Friday, October 24, Rm. 404, 4<sup>th</sup> floor

To Register: Visit LART’s web site <http://www.lartny.org/>. Registration is strongly recommended for workshops and evening events. A complete program for the conference is also available online.

Request a workshop <http://www.marcelalandres.com/id49.htm>

Find a list of upcoming workshops <http://www.marcelalandres.com/id22.htm>

## 7. Author Spotlight

Psychologist, activist, and author Ana Nogales's latest book *Latina Power: Using 7 Strengths You Already Have to Create the Success You Deserve* pubs this month in both English and Spanish editions. I've published many books in my career, and *Latina Power* is the book of which I'm most proud. Representations of Latinas, whether in film, television, journalism, art, or books, often seem to focus on the negative aspects of our experience. *Latina Power* is groundbreaking in that it instead highlights the inherently positive attributes. Nogales and co-writer Laura Golden Bellotti do an excellent job of shattering, instead of perpetuating, stereotypes.

I welcome you to support *Latina Power* and thereby show the publishing industry that Latinas seek books which inspire rather than typecast us. Here is a list of upcoming book signings:

Books & Books, 265 Aragon Avenue, Coral Gables, FL 33134  
Wednesday, October 22, 2003 at 8:00PM

Borders Carolina, Plaza Escorial, 65th Infantry and Esq. Carr. #8,  
Carolina, PR  
Thursday, October 23, 2003 at 7:00PM

Borders Plaza Las Americas, 1st Level, 525 F.F. Roosevelt Avenue ,Hato  
Rey, PR 00918  
Friday, October 24, 2003 at 7:00PM

ALA, Sheraton Hotel 601 W. McKinley Ave. Pomona, Ca 91768  
Saturday, October 25, 2003 at 7:00PM

Tia Chucha, 12737 Glenoaks Blvd., #22 Sylmar, CA 91342  
Tuesday, October 28, 2003 at 7:00PM

Martinez Books, Plaza de Mexico, 3100 E. Imperial Highway, Lynwood, Ca 90262

Thursday, October 30, 2003 at 7PM

La Casa Del Libro, 921 South First Street San Francisco, CA 95110

Saturday, November 8, 2003 at 12:00PM

Biblioteca Latinoamericana Branch Library, 973 Valencia Street, San Jose, CA

Saturday, November 8, 2003 at 3:00PM

Look out for Ana the week of 10/6 in Tucson, and she'll soon visit Houston, Dallas, Chicago, San Antonio, New York, Washington DC, and southern California. Visit Ana Nogales's web site for updates <http://www.drnogales.com/english/main.htm>

Obtain the English edition of *Latina Power* by clicking [here](#).

Obtain the Spanish edition of *Latina Power* by clicking [here](#)

Suggest an author to spotlight via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

## **8. Writing Opportunities**

### **Seeking Young Adult Novelist**

Razorbill Books is seeking a commercially minded author to write a comical yet poignant coming of age story for teens. Main character would be Latina--though story should appeal to a broad range of teens from other ethnicities (in much the same way that *My Big Fat Greek Wedding* appeals to people of all ethnicities). Narrative struggle would center around main character's attempt to reconcile her Hispanic heritage with the ways of the modern world.

Razorbill is a new imprint at Penguin Group (USA) dedicated to publishing into the explosively growing category of teen books. Unique amongst the distinguished imprints at Penguin Group, Razorbill will strive to serve a constituency neither child nor adult, a constituency too often saddled with the outdated descriptor "young adult."

The imprint will publish between 30 and 40 new titles a year, the majority of them contemporary commercial fiction. The formats will range from paperback to hardcover, with an emphasis on alternative formats like the 5 x 7 "MTVBooks" paperback trim and

paper-over-board hardcover. Hardcover and trade paperbacks will appear in mass-market formats 12 to 18 months after initial publication.

Please submit concepts and writing samples to:

Senior Editor  
Razorbill Books  
Penguin Young Reader's Group  
345 Hudson Street, 15th Floor  
New York, New York 10014

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Friday, September 26 at 10 pm. Spotlight/Kick-Off for publication of *Smoking Lovely*, Nuyorican Poets Café, 236 E. 3rd St., (b/ Ave. B&C), NYC \$5

***Smoking Lovely* Book Launch Party!** Monday, October 13 at 7:00 pm. 13 Bar/Lounge, 35 E. 13th St., Union Square, NYC. Co-sponsored by [LouderARTS.com](http://LouderARTS.com). FREE. Willie Perdomo will read with guests John Rodriguez, Rich Villar, Jai Kumar and Jayme del Rosario and DJ Center from the OPEN THOUGHT CREW will be on the one and twos...

<http://www.rattapallax.com/perdomo.htm>

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**(From writersweekly.com)**

### **Freelance Spanish Writers**

Link Publications is seeking published freelance Spanish writers. Must be able to present proof of published clips or verifiable writing credentials. Must be proficient in the English language in order to communicate clearly with some of their support staff, if necessary. Submit a cover letter with a brief outline of your experience. "Please do not send your clips or resume' at this time. We will be able to judge your writing ability by the strength of your letter; however, be prepared to send us a resume' and clips upon request." Contact: linkpublications (at) charter.net

Submitted by: Carmen Pascua

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Request for Author Contact

Hola,

I am the Book Editor for the Arizona Hispanic, a new thought provoking

newspaper in Phoenix, AZ, aimed at the educated middle class Latina/os. I would like to contact as many Latina/o authors as possible. Please share this message and contact information with Latina/o authors who may wish to be interviewed. I've included the list of questions below the signature that I will ask the authors.

I've included my snail address for any brochures, books or catalogs anyone can send me. Also I would like to be kept up to date on all new books, fiction and non fiction, currently being published by Latina/os. If you have a name of an author or a book that you want me to review or profile, please contact me or pass this information along. I want to be alerted to any new book by a U.S. Latina/o or give me the information on how I can find out about new books being published.

Thank you for any assistance you can give me on this project.

Keep the ink flowing,

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President, BronzeWord  
Book Editor, Arizona Hispanic  
Author, "White Bread Competition"

- 1) Where were you born?
- 2) A little bit background on your parents: where born, occupation, influence on you
- 3) What elementary and high school did you go to?
- 4) Any event impress you most in school? What was it?
- 5) Did you go to college? Where? How was it?
- 6) Why did you start writing? How did you get into writing?
- 7) What is your latest book or play? any cover art?
- 8) What is in your future?
- 9) What is your advice to new and emerging writers?
- 10) What is your pearl of wisdom you have learned in life?

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The Encyclopedia Latina: History, Culture, Society will be a multidisciplinary, one-million word set on Latinos in America, covering history, literature, art, popular and folk cultures, science, politics,

religion, business, demographics and law. This Encyclopedia brings together the work of many scholars in a reference work designed both to introduce the field to nonspecialists and to indicate the state of current scholarship to the following groups: upper high school and undergraduate students; librarians; academics; and the general public.

Each of the approximately 700 entries will be thorough, informative and objective. There are four length categories: 500 word; 1000 word; 2000 word; and 4,000 word. All entries will be signed and will include bibliographies and cross-references. Some illustrations will be used, as well as reproductions of primary source material in appendices.

Currently we are inviting authors for a range of subjects. If you are interested in participating, please contact me at the address below with a brief writing sample (does not have to be published).

Jennifer Acker

Project Manager

[encyclopedialatina@amherst.edu](mailto:encyclopedialatina@amherst.edu)

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Share a writing opportunity via [marcelalandres@yahoo.com](mailto:marcelalandres@yahoo.com)

Find past writing opportunities <http://groups.yahoo.com/group/marcelalandres/>

Changing the world one e-mail at a time,

Marcela Landres

<http://www.marcelalandres.com/>

*Please share this newsletter with interested friends and colleagues.*

“It takes as much energy to wish as it does to plan.”—Eleanor Roosevelt

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