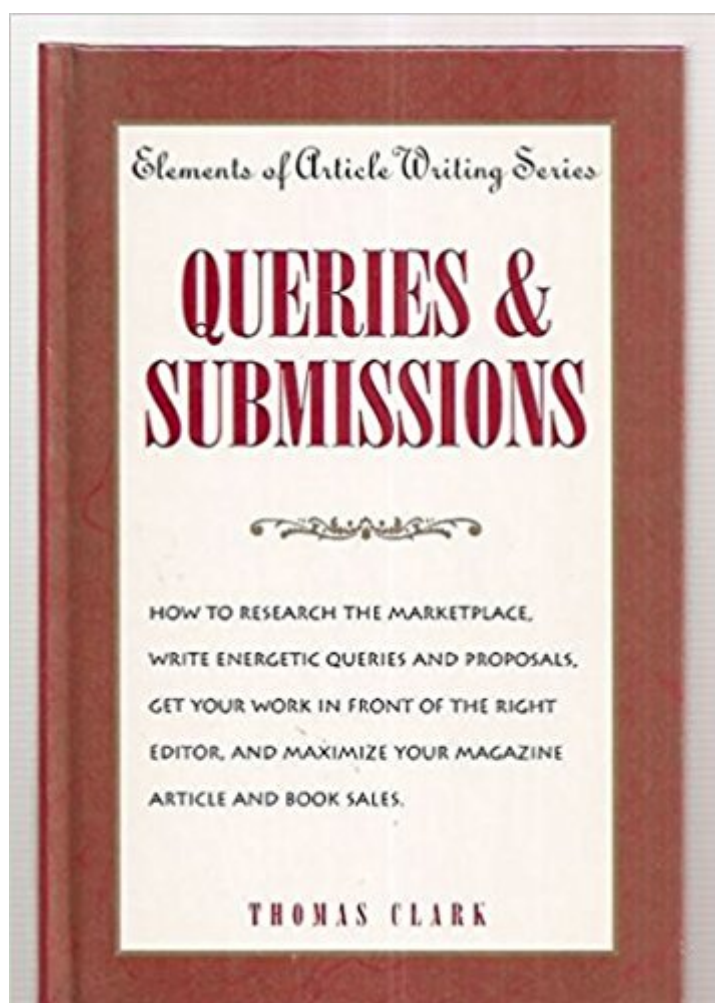


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actual manuscript. It is the query letter that grabs the editor's attention and gives her the desire to read your story. This is a book that stays on top of my desk for reference and is a book I highly recommend.

This submission guide is written by a couple of freelance writers/editors, that does little to add to information you would get from any publications submission guidelines. I purports to give insight into what editors are really looking for, but I found the insight to be little more than one could figure out on their own, if they stopped and gave it a little thought. Disappointing because a good book about this would be very helpful.

From my years in publishing as an author, magazine editor and currently a book acquisitions editor, I know the value of a good pitch. It's everything to capture an editor's attention. Tom Clark gives seasoned advice about how to seize the editor's attention and imagination. If you want to cut down on your rejection rate as a writer, then get this book. As he writes in the final pages, "Successful freelancing isn't a one-shot proposition. You write, you sell, and you write again. But each article will be a different experience. The first article may be on safety in homes, and the next one is on Hawaiian rain forests, and the third is on mega-aquariums. The world truly is your oyster; you can pluck the pearl of an idea from any spot on it." I recommend this book.

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