

YOU HAVE 15 PAGES TO HOOK A READER. MAKE THEM COUNT!



ABOUT THE AUTHOR

Sandra O'Donnell is a founding partner of RO Literary. She's been involved in the business of books for over twenty years as an agent, book coach, publisher, and writer.

She studied writing at the University of Utah while working on her master's. While there, she taught writing in the Writing Program and learned as much from teaching as she did from her classes. After her Master's Sandra went on to ghostwrite, edit and co-author a number of books for the academic market. She also earned her Ph.D. in History from Arizona State.

Sandra was inspired to write *Your First Fifteen Pages* after reading hundreds of queries and realizing writers need a definitive guide for catching the interest of readers and keeping their story on track all the way to the end.

CONTACT INFORMATION

Publicity and Marketing: Laura Rothschild
laura@roliterary.com | (917) 426-0707



Your First Fifteen Pages, unpacks the mystery of what it takes to capture and hold the interest of agents, editors and ultimately readers. Writers learn why agents move on to the next query, and the next, passing on manuscripts that we feel won't live up to a reader's expectations. And most importantly, it shows how to perfect the first fifteen pages, and in doing so, help you fix many of the problems with the remainder of a novel if it is already completed or keep obstacles from at bay if a writer is just getting started.

YOUR FIRST FIFTEEN PAGES

Released: June 1, 2018

Author: Sandra O'Donnell
Retail Price: \$15.95 | ISBN: 9781732298200
Format: Paperback and ebook | Pages: 150
Size: 6 x 9 | Genre: Reference/Writing

MARKETING AND PUBLICITY

- ARC distribution and prepublication buzz campaign
- Major outreach to print and online writing magazines
- Author appearance and promotion at book festivals
- Author appearance and promotion at writing conferences
- Goodreads ARC giveaway and paid advertising
- Outreach to online/Facebook groups with 1 million plus combined membership
- Comprehensive social and digital advertising campaigns
- Author talks, signings, and events across the country
- Used in workshops and retreats by the author

SIMILAR TITLES

- *Story Genius* by Lisa Cron
- *Story Grid* by Shawn Coyne
- *Story, Style, Structure, and the Principles of Screenwriting* by Robert McKee