

Quick Tips on Making Contributor Requests

Whether you know the person you are reaching out to or not, present an organized, professional attitude. Include the book's working title, a 1-3 sentence synopsis and a general idea of where you are in the book creation process: "The book is *Working Title: Sub-Title*, which will be an exploration of the impact of social media on sibling relationships. I am currently in the process of collecting the first few interviews, and will be submitting a proposal to North Light Books within two months."

Clearly, succinctly articulate the details of what you need: "If you decide to participate, I will need six high-res photographs and your answers to the four questions below by Friday, July 10, 2015."

Ditto for the details of what the contributor will receive in terms of compensation, gratis, etc.: "There will be no financial compensation for your contribution, but you will receive a complimentary copy of the book."

Let the person you're writing know when you need his or her response: "In order to stay on track time-wise, I will need to know if you are interested in participating within 72 hours."

If it feels appropriate - especially for someone you don't know - share a snippet about how you came across his or her work and why you decided to approach them: "I read an article about you in *Uppercase* magazine, and fell in love with your illustrations."

Make your email or letter easy to read (speaking of which, don't ask someone - even a friend - to contribute to your book in a text message.) Use a bullet point list if there is more than one type of contribution you're requesting. Highlight your title in italics and bold. Keep things as concise as possible.

In your signature, include a link to your website: "If you'd like to learn more about me and my work, there is a link to my website in my signature below."

Don't forget to say thank you: "I appreciate you taking the time to consider this, and look forward to hearing from you."