

ROOM I: 2:15 – 3:00 PM CST – Winning the Book Deal: How to Position Your Book for Traditional Publishing. **Speaker: Meghan Stevenson, Founder, Meghan Stevenson Books, LLC** 

Abstract: During this session, I will share information about three topics:

- **How the publishing industry works.** Stop wondering what literary agents and editors want, and understand exactly who makes which decisions and why.
- How to think like a publisher. No matter what your story is, you need to show publishers how you're going to sell the book. And market the book. And get a ton of media for it. And probably grow your social media following while you're at it. Attendees will learn exactly how to position themselves and their book idea so that publishers pay attention.
- Why you need more than a good idea to get a book deal. I've helped dozens of entrepreneurs land book deals with major publishers and become authors. I'll share a few insider tips and tricks that attendees can use to make sure they're on the right path.

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