

## Why This E-Book?

Shortly after I began my career at Simon & Schuster in 1996, it became clear to me that while some writers are familiar with the craft of writing, most are woefully uninformed about the business of publishing. This lack of knowledge often results in their being unpublished—or worse, poorly published.

I became an editor because I love stories and storytellers; books were my first best friends. I could not sit idly by and watch writers struggle simply because they did not have access to the information I possessed. Instead, I began to travel around the country to give workshops on how to get published. After years of presenting dozens of workshops to hundreds of writers, I repeatedly receive requests for copies of my handouts, as well as audio, electronic, or video recordings of my presentations.

This e-book, then, is directly inspired by the needs of writers. If you haven't yet had the opportunity to attend my *How Editors Think*

workshop, this e-book (a nearly verbatim written version of the workshop, hence its lean length), is the next best thing.

While I would like to think my workshops are in demand because I am a dynamic speaker, the truth more likely lies in what I say than how I say it. If I had a dollar for every time someone told me “I’ve attended other workshops plus read books on how to get published, and no one talks about what you do,” I would own a private jet, a yacht, *and* a tiara.

As you no doubt already know, there is a substantial industry of magazines, conferences, classes, etc., dedicated to giving writers advice on how to get published. What you may not have noticed, however, is that most of the folks offering this advice are writers. While their point of view is valid and often valuable, editors—not writers—decide what gets published. If you want to know why editors choose to publish some manuscripts and reject the rest, you need to ask an editor. And most editors aren’t talking.

My advice is in demand because I’m an editor—and I’m talking.

I offer my experience and expertise because I believe that knowledge is power only when shared. My intent is to empower you because the path to publication can and will make you feel powerless. Use this e-book to take back your power.

Helping writers get published,

A handwritten signature in dark red ink that reads "Marcela Landres". The signature is written in a cursive style with a large, stylized initial "M" that loops around the start of the name.

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