

# Sample of Cover Letter

A cover letter should include the following:

1. **Logline (optional) / genre/ word count**
2. **Pitch:** intro MC, intro dilemma (conflict), what choices does the MC face?
3. **Bio:** A smattering about you
  - Why you wrote the book
  - Book's unique qualities
  - Connects with a specific audience
  - Future books, plans for career

Dear Ms. Benevolent and Kindly Editor:

Twist McPherson, on permanent hiatus from the rat race, moves to Palm Springs and sets about writing the Great American Novel. Her timing couldn't be worse; the sour economy has publishers signing only the big blockbusters, like world class author Jack Crawford and his courtroom dramas. After one too many Harvey Wallbangers with her best friend Roz, Twist agrees to dust off her advertising talents and create her own publishing company.

During her weekly Mah Jong game with a group of saucy ladies, all in their 70s, Twist casually mentions her publishing plans. Before she can eat the olive out of her martini, Dirty Little Secrets, LLC is born, and Twist has a stable of five new writers who, under nom de plumes, have spent the past three years writing some of the hottest, yet refined erotica to hit the electronic bookshelves. ← **Pitch**  
As southern belle, Lucinda Du Pont, drawls over tea spiked with Jack Daniel's, "Smut sells, dear."

In the midst of cover designs and distribution, Twist—so named for her metaphorical gifts of rearranging the male anatomy during tough business negotiations—meets the mighty Jack Crawford, newly arrived to the desert to finish his faltering tenth book and meet his thrice-past-due deadline. He absolves his writer's block by writing for Twist under the name Marcella de la Prentiss.

It wouldn't have been so bad had Chicago Times book reviewer Carl Beckenham hadn't smelled a story in the young new publisher who blasted onto the scene with her classy advertisements and sophisticated promotion. But Snarlin' Carl's nose for a hot story has him digging deeper into Twist's business to find out the identity of her writers, which threatens Jack's career and the ladies' dirty little secrets.

As editorial director for Behler Publications, I wrote *The Publisher* in order to give readers a behind-the-scenes peek of some of the insanity that takes place with a small trade press. There is a natural curiosity about professions that have a large impact on our society – medicine, law, politics – and while I'm certain the publishing industry won't influence world peace, ours is a world of escapism, and I'm betting readers would enjoy finding out how we make that happen – while maintaining our sanity. ← **Bio** ← **audience**

*The Publisher* is a romantic comedy and complete at 75,000 words. ← **genre/ word count**

Thank you for your time.

Regards,  
Brilliant Author