egitimate agents can help writers get published

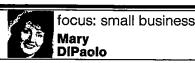
The ability to write is one skill that should never be taken for grant-ed. This is especially true for business owners who have not yel organized their writing skills into a valuate marketing tool. Published articles and feature stories, "how to books, and winning business plans are just a few of the many examples that have been used to successfully promote an individual business.

Literary agents serve as the link between writers and publishing edi-tors. Agents are the middlemen who help editors find good writers and

wice versa. The myth that agents work primarily with writers of fiction is just that — a myth. According to Barbara Kouts, a New York-based literary ageat, non-fiction business writers represent an equally viable and growing client market. Kouts also points out that it doesn't cost an arm and a leg to do business with a literary agent.

"Agent commissions range anywhere from 10 to 15 percent with the average being somewhere in book sales are not expected to exceed 5,000 copies. "Of course, there many agents who work with year agent, the commission would be ablt higher."

Kouts says her agency does not within the state of Michigan."



At the recent 27th Annual Writer's Conference held at Oakland Univer-sity, Kouts emphasized the impor-tance of conducting the appropriate research before sending out query letters to prospective agents. "A writer has to know who his or

her competition is. This may involve taking a trip to the local bookstore or library to find existing books that present similar subject matter or contacting editors and publishers directly to obtain this information. Once you are aware of the competition, you need to state how and why your book is different in your query letter."

Publications to help writer's Digest, Publisher's Westly and Literary Publications to help writer's Digest, Publisher's Westly and Literary hard the remaining the publications of the contacts include Writer's Digest, Publisher's Westly and Literary highest publications to help writer's Digest, Publisher's Westly and Literary highest publications of the contacts include Writer's Digest, Publisher's Westly and Literary highest publications of the contact include Writer's Digest, Publisher's Westly and Literary highest publications of the contact include Writer's Digest, Publisher's Westly and Literary highest publications of the contact include Writer's Digest, Publisher's Westly and Literary highest publications of the contact include Writer's Digest, Publisher's Westly and Literary highest publications of the contact include Writer's Digest, Publisher's Westly and Literary highest publication of the contact include Writer's Digest, Publisher's Westly and Literary highest publication with the publication of the competition, which is the work of the

datebook

● ELECTRONIC NETWORKS
Thursday, Nov. 10 — "Solutions
for Business: Networks and Information Management" for business owners and accounting managers of
middle market companies offered 45:30 p.m. in Detroit. Free. Information: Carol Solik, 446-7195. Sponsor:
Concers & Lykrand.

● CPA WEEKEND Friday-Sunday, Nov. 11-13 — CPA "early" weekend in Rochester. Fee for Friday: \$90. Information: 370-3120. Sponsor: Oakland University.

● CONTRACTORS' SEMINAR CUNI HACTORS' SEMINAR
Friday-Saturday, Nov. 11-12
"Conceptual Estimating" seminar
and workshop offered in Detroit.
Fee: \$250. Information: Ann Smith,
\$42-5100. Sponsor: Associated General Contractors.

MINORITY WOMEN

Friday-Sunday, Nov. 11-13 — "As-sessing the Future: Job Opportuni-ties in the '90s" presented at annual

BLUEPRINT NCI

Michigan Minority Women's Net-work state conference in Southfield. Fee: \$50. Information: Jo Littleton: 994-8243.

WOMEN IN MANAGEMENT Saturday, Nov. 12 — "Talking Your Way to Success" oftered 9 a.m. to noon in Southfield. Information: Renee S. Lipson, 1-517-482-3455. Sponsor: Women in Management Institute.

◆ MONEY PEOPLE Saturday, Nov. 12 → "In Prepara-tion for the Money People" offered from 10 a.m. to noon in Southfield. Information: Lesile A. Samuel, 557-2141. Sponsor Metro Business Man-agement Associates.

 REAL ESTATE EXECS REAL ESTATE EXECS
Monday, Nov. 14 — National Association of Corporate Real Estate Executives meets in Auburn Hills, Information: \$35,7370.
BUSINESS STATESMAN
Monday, Nov. 14 — Harvard Busi-

ness School Club of Detroit's Business Statesman Dinner held in Detroit. Information: Cheryl Olson, 943-

2547.

BUSINESS
FUNDAMENTALS
Mondays, Nov. 14 through Dec. 5
— "Fundamentals of Small Business
Operations" offered from 6:30-9 p.m.
in Detroit. Fee: 475. Information:
Pamela Goelling, 577-4850. Sponsor:
Wayne State University.

wayne state University.

• PERSONNEL WOMEN
Tuesday, Nov. 15 — International
Association for Personnel Women
meets in Southfield. Information:
Christine McAllister, 965-1540 Ext.
127.

CPAS MEET
Tuesday, Nov. 15 — Michigan As-

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solation of Certified Public Accountants meets in Southfield, Information: Sue Robach, 855-2288.

BUSINESS WOMEN
 Tuesday, Nov. 15 — Metropolitan

 Association of Business Women

SUPERWOMEN
 Tuesday, Nov. 15 — "Superwoman
Dilemma" workshops offered in
Southfield. Fee: \$124. Information:
Diane Bills, 1-800-562-5133. Sponsor:
Success Focus Inc.

• FINANCIAL STATEMENTS

member fee: \$50. Information: Linda Riesta, 322-6171. Sponsor: credit and financial development division of the Credit Women's Group of Detroit.

field. Information: 625-2774.

Creat Women's Group of Detroit.

• APPRAISERS SOCIETY
Tuesday, Nov. 15 — Manerican Society of Appraisers meets in Southformation: Ken Skinner, 398-5711.

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