

10 Tips for Being a Good Lit Agent

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*based on notes taken by the moderator

1. Never give up!
2. Always target the best editor/publisher at the target language!
3. Don't give everything to them! (wisely choose which rights to offer)
4. Make the editor's life easier! (for example, offer a story-line instead of a full manuscript)
5. Pay attention to small countries, not only to the big markets! (success at big markets often follows success at smaller ones, such as in the example of the *Penguin* publication of Tanpinar which followed only after his translations in smaller languages)
6. Check the already published translations of similar type: who published them, who translated them, who reviewed them, etc.
7. Choose your star! Out of your long list of authors, choose whom to promote as a star.
8. Never gossip! (in the small world of international publishing, gossiping may kill your reputation)
9. Sell a writer, not a title!
10. Help other colleagues around, such as other agents, the publishers, the writers, the translators, the organizations.