

9 Ways to Find the Agent You Need

1. **Your writing community:** Writers and other publishing pros can recommend agents.
2. **The Association of Authors' Representatives (AAR):** The 450 agents in AAR are the best source of experienced, reputable agents. Members are required to follow the AAR's code of ethics. The directories talked about in number five below indicate when an agent is a member. aaronline.org
3. **The Web:** Blogs, Facebook, Twitter, LinkedIn, other social media, Google, agents' websites, databases such as publishersmarketplace.com, agentresearch.com, firstwriter.com, authorlink.com, and agentquery.com.
4. **Writers' organizations:** They're listed online and in *Literary Market Place*.
5. **Literary events:** Writing classes, readings, lectures, seminars, book signings, conferences, and book festivals present opportunities to meet and learn about agents.
6. **Directories:** *Jeff Herman's Insider's Guide to Book Publishers, Editors, and Literary Agents*; *Guide to Literary Agents*; *Literary Marketplace (LMP)*. Directories vary in the kind of amount of information they provide, so check what several of them list about the same agency.
7. **Magazines:** *Publishers Weekly*, *The Writer Magazine*, *Writer's Digest*, and *Poets & Writers* have articles by and about agents. If you don't want to splurge on a subscription to *Publishers Weekly*, read it at the library. There's a free condensation of it available at publishersweekley.com.
8. **Books:** Check the dedication and acknowledgment pages of books like yours.
9. **Your platform:** Let agents find you—be visible online and off, get published and give talks, publicize your work and yourself. When you're visible enough, agents will find you.

Adapted from *How to Write a Book Proposal* by Michael Larsen.

Michael Larsen-Elizabeth Pomada Literary Agents / Helping Writers Launch Careers Since 1972
larsenpoma@aol.com / www.larsenpomada.com / 415-673-0939 / 1029 Jones Street / San Francisco, 94109
The 4th San Francisco Writing for Change Conference / Changing the World One Book at a Time
September 15, 2012 / www.sfwritingforchange.org / sfwriterscon@aol.com
The 10th San Francisco Writers Conference / A Celebration of Craft, Commerce & Community
February 14-17, 2013 / www.sfwriters.org / sfwriterscon@aol.com / Mike's blog: <http://sfwriters.info/blog>
@SFWC / www.facebook.com/SanFranciscoWritersConference
San Francisco Writers University / Where Writers Meet and You Learn / Laurie McLean, Dean / free
classes / www.sfwritersu.com / sfwritersu@gmail.com / @SFWritersU