OFFER ETIQUETTE
How to Conduct Yourself Once You Have an Offer

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Communication Post-Offer

• Resist the temptation to say YES right away, even if you think this is your dream agent. Ask the questions in Unit 1. Request some time to think it over.

• Follow up with other agents you’ve submitted to with a polite email letting them know you’ve received an offer. Ask if they, too, are interested in your work. Use subject line: Offer of Representation Received.

• Give other agents a reasonable amount of time to respond, but no more than one week.

• Other agents will usually respond quickly with 1) a request for a more time to consider your ms, 2) a request for a call to discuss representation, or 3) a “this isn’t for me, but congratulations” message.
Multiple Offers

- **If you receive multiple offers**, consider each offer and each agent carefully. Review your notes and research. Ask for follow-up calls or emails if necessary.

- **Ask yourself these questions:**
  1. Who is the **most passionate** about your work?
  2. With whom do you feel the greatest **trust**?
  3. What do your **instincts** say?

- **Send a polite, professional message** (or phone call) to each agent you did not select to represent you. Thank them for their offer, their time, and their interest. There is no need to say “why,” other than you felt X agent would be the best fit for you/your work.
Unique Situations

• When to mention if you parted ways with a previous agent: Not in the query — the time to discuss is during the initial phone call or meeting. No need to go into great detail. A simple, “It wasn’t a good fit” will suffice. Be honest, but don’t be disparaging of your previous agent.

• If an agent offers to represent only one book, but you’re looking for career, ask if s/he will consider representing your body of work if the first book sells. If you are not satisfied with the response, keep querying.

• Querying when another agent is representing one of your other books. Ask the agent if it is okay for you to submit your other books to different agents. Put that agreement into your contract of representation.