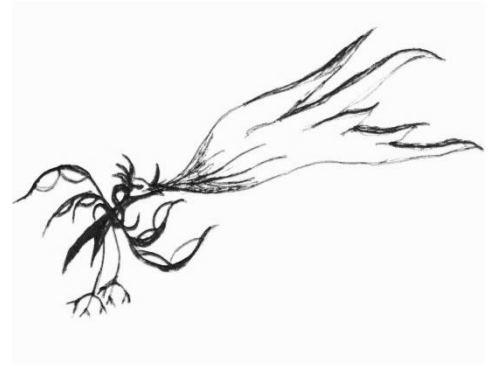


Asian Spice, Hot Genres: Writing and Marketing Young Adult Fiction

“Just watching the way their woman saunter by is enough to open your eyes to the magic that is Asia...”—Anonymous



Why write YA fiction with an Asian flair?

Asia is the most magical, colourful and inspiring place on Earth. Our legends and myth alone could fill book shelves to the moon and back. How can you not write about Asia?!

What should an author take into consideration regarding this genre?

Be culturally sensitive while milking that goat for all it's worth. Add sophistication to stories that can sometimes appear gaudy. Draw on the raw beauty of a country as well as its demons while never once showing insolence. Hold your head high if the Western World pats you on the head and tells you to go play with the other children.

Great sites for support:

www.absolutewrite.com

www.writingtips.com.au

www.writingprompts.tumblr.com

What is the most important thing an author must do to get published?

Write a query letter that will have literary agents and publishers alike in tears while heavenly beams shine down on them. Originality and concise yet detailed amounts of information go a long way!

How should an author proceed once his/her book is published?

Now the real work starts! A fun and interesting website, blog and book trailer are great but not if no one knows about it. Send out press releases to magazines, newspapers and reviewers. Join book clubs, visit book blogs, get an account on Facebook and Twitter and get people talking about your work. Organise giveaways and get as many bloggers as possible on board. Reviews are to authors as credit cards are to Amazon.

Helpful sites:

www.goodreads.com

www.bookbloggerdirectory.wordpress.com

How important is a book blurb?

Contrary to what people say, readers do judge a book by its cover so make sure you have a book blurb that highlights your Asian roots. Here's mine:

The Scarlet Omen by Cinthia Koeksal

What do a clan of vampires, a hidden gateway and a three hundred year old prophecy have to do with a rebellious teenager? Everything.

Being a good daughter is not easy. Being a bad one is downright exhausting. Anjeli, a girl plagued by visions of blood lust and magic, tries to live a carefree, teenage life but her over-protective Indian mother will not have any of it. The animosity between them does not subside and as a series of events changes the course of their lives, Anjeli tries to assuage her guilty conscience with good memories. Instead, she stumbles upon a prophecy that has come to claim her as its main performer.