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**SELLING**

**YOUR**

**COMIC BOOK CONCEPT**

**A step-by-step guide for**  
**writers**

**creators**

By

*Damian Wampler*

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Selling Your Comic Book Concept: A Step-by-Step Guide for Creators

## **Introduction**

I'm the kind of person who believes that things are possible, as long as you know the steps you need to take to reach your Selling Your Comic Book Concept: A Step-by-Step Guide for Creators goal. Five years ago I had an idea for a comic book, but no idea how to pitch my concept to companies. I'm not an artist, and I don't have any friends in the comic book industry. In fact, I Selling Your Comic Book Concept: A Step-by-Step Guide for Creators was living twelve time zones away from my hometown of Newark, Delaware, with no artists willing to help me out. Luckily, I have a diverse background in writing and photography that helped me

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realize my dream, and I'm happy to share.

What I learned is that the steps you need to take to pitch a comic book idea can be learned. I incorporated my background in theater and photography with thousands of tips and articles I found on the web. In this eBook, *Selling Your Comic Book Concept: A Step-by-Step Guide for Creators* walk you through the process of formatting your script, finding an art team, pitching to companies, managing your workflow, and budgeting your project.

As I produced and marketed my own graphic novel, *Selling Your Comic Book Concept: A Step-by-Step Guide for Creators* I spent countless hours talking with publishers *Selling Your Comic Book Concept: A Step-by-Step Guide for Creators* and comic shop owners about the comic book industry. I quickly realized that none of those frank insights are in any books or blog posts that I've read. What you'll get in this book is the sum total of my wisdom gained from my bachelor's degree in English literature, my master's degree in digital photography, my experience writing and producing a play and a novel, and my successes (and failures) pitching and producing my own comic book series for print and digital.

If you have questions or comments, you can reach out to me on [Facebook](#), [Twitter](#), or visit my website and contact me through email. I welcome your input and look forward to hearing from you.

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## Chapter 1. The Idea

I wrote this book because I love comics, and I want more people to be making comics. Fear of taking the first step might be holding many would-be creators back from turning their idea into reality. There's a ton of information out there about the comic book industry, almost too much. The problem is, it might be hard to know where to start and how much it's going to cost. But I've organized all of my knowledge about Selling Your Comic Book Concept: A Step-by-Step Guide for Creators producing a comic book into one volume, and I'll walk you through the process from beginning to end. There will be decisions that you as the creator Selling Your Comic Book Concept: A Step-by-Step Guide for Creators will have to make along the way, so think of this as a choose-your-own adventure, where each reader will come to a different conclusion on how to move forward. But getting your own project into comic book Selling Your Comic Book Concept: A Step-by-Step Guide for Creators stores and digital retailers is possible, if you're ready to jump in and learn it like I did.

I have to start off by saying that this book is for writers and creators. By writer/creator, I mean that you have your own original idea, and you plan to write the script for it. There are some writers who work for the big two who write the scripts for comics that other people created. That's not what I'm talking about. This is for the person who Selling Your Comic Book Concept: A Step-by-Step Guide for Creators has a great idea for a comic, and wants to get it off the ground. While there may be some valuable insights for artists or comic book companies in Selling Your Comic Book Concept: A Step-by-Step Guide for Creators this book, writers will get the most use out of this. I can't draw. My wife can't draw. My son loves to draw, but he's not quite at the pro level yet, he just turned nine. We're working on that. So there's no husband and wife creative team here, and no tricks involved. I don't have any friends in the business who gave me a break. I'm just an average guy from Delaware who had an idea and decided to go for it. In this book I'll go over every aspect of comic book development and publishing from the standpoint of a writer/creator.

The world of a writer is often frustrating and grim. Most writers slave over a manuscript for months or years, and then get paid for the work later, if ever. Only the very top percent of writers in any field, be it fiction, screenplays, or journalism, Selling Your Comic Book Concept: A Step-

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by-Step Guide for Creators get money before they deliver their product. You usually have to put in the work first, throw out the first dozen drafts, and try again. After finishing a novel or story, most writers have no guarantee that it will ever earn money at all. That's the reality of being a writer. We can't complain about it, we just have to work within this Selling Your Comic Book Concept: A Step-by-Step Guide for Creators system. That's the reality of our world. But on top of that, the world of comics is a visual one. Having a great pitch means nothing if the art isn't there to support Selling Your Comic Book Concept: A Step-by-Step Guide for Creators the story. Have you ever been to 'writers alley' at a comic book convention? No. In an industry where stories are told with pictures, the artist is king. Or are they?

While cruising the web, I've seen tons of great ideas for comics. In 2013, a comic book company called Ucreate Comics was actually doing an open source pitch competition. Writers could submit their pitch ideas and win money and comic book deals. Not surprisingly, their website is now down. We all know the history of how seven top comic book creators walked out of Marvel to create their own independent comic book company, Image. I recommend reading Jordan Raphael's book on the history of Marvel. Image comics, as the name implies, focuses on the strength of their illustrations, and has been wildly successful when dozens of other independent comic book companies closed shop. It appears at first that artists are the most important aspect of comic books, but there is a balance. While art may rule on the surface, the writers drive the business from behind the curtains. Artists need writers as much as writers need artists. On the outside, a winning comic book stems from superior interior art and a kick-ass cover, but I would argue that this is only viable in the short term. People might grab one issue of a book as an impulse buy, and you'll sell a decent number of your fist issue. But in order to sustain a comic book series, the writing has to be consistently excellent across multiple issues, building a long form story that grips readers in a way that compels them to stay with the characters. Image comics, who burst into success through the Selling Your Comic Book Concept: A Step-by-Step Guide for Creators strength of their artwork, is now winning Selling Your Comic Book Concept: A Step-by-Step Guide for Creators readers through strong storylines as well. This Selling Your Comic Book Concept: A Step-by-Step Guide for Creators has caused DC to reinvest in Vertigo, their creator-owned imprint. And Valiant comics, which focused on strong writing and streamlined editorial control, has been resurrected from the ashes Selling Your Comic Book Concept: A Step-by-Step Guide for Creators and seems to be thriving. So the art and the writing Selling Your Comic Book Concept: A Step-by-Step Guide for Creators both need to be solid for a comic book to perform in the long run.

## **Selling Your Comic Book Concept A Step By Step Guide For Creators**

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