SCBWI Inland NW PAL Spotlight

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Interview by Sue Ford, SCBWI Regional Advisor Emerita



Meet Bill Borders

Bill Borders is the author of the picture book *A Horn is Born*. He lives in Sagle, Idaho and is unagented. Currently, he is learning to write graphic novels for his next project.

SF: How did you get into creating kidlit?

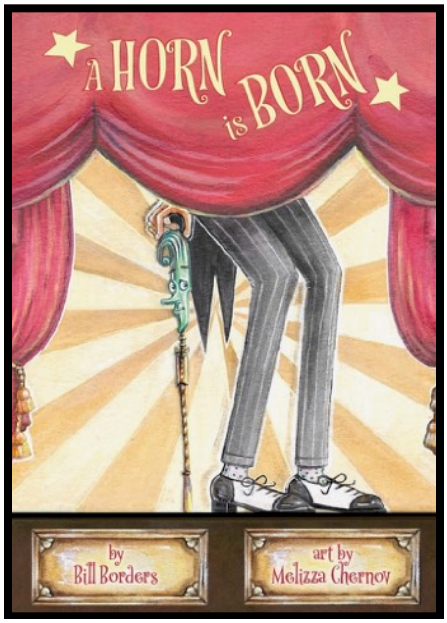
Bill: When I retired from creating advertising campaigns, I wanted to try other creative, positive challenges.

SF: What is the most important thing you have learned as a creator?

Bill: In kidlit it takes three things to succeed: luck, talent and perseverance. And the only one you can control is the third. I have to keep at it and keep piling up the rejections.

SF: Share some fun facts about you.

Bill: I still do freelance ads a little and publish single panel cartoons, just to semi-salve my battered ego.



SF: What's one thing you wish you'd known before you started?

Bill: Everyone thinks they can write children's books but the degree of difficulty is way higher than they (and I) realize(d). Partly because of that very fact, agents and editors are barraged with zillions of submissions, so rising above the masses is extremely difficult.

SF: What keeps you going then?

Bill: Stubbornness. Plus the still lingering joy of my first book success with *A Horn Is Born* (five years ago!).

Find Bill:

Website: www.newbordersbooks.com

Blog: bbwritesright.com

Instagram: bbwritesright