

# PITCHING YOUR BOOK

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# Definitions

- **The Pitch** – a Tool to grab the attention of an agent, a publisher, a marketing outlet, a reader.
- **Elevator Pitch** – short
- **Query Letter Pitch** – longer but outline is the same as the short grabber.

# Parts of the Pitch

- **Opening**: Title, MAIN CHARACTER, Setting
- **Middle**: Whatever sets the MC off on his/her “journey”
- **Wrap up**: Dilemma/Challenge/Threat, i.e. the stopper. If the MC doesn't complete the journey, what may happen?

# Building the Perfect Pitch

## Answer the following questions:

- WHAT is the genre of your story and which audience is it written for?
- WHO is your character?
- WHAT is the strange thing going on in his or her life that throws everything off-kilter and launches the story?
- WHAT (or who) do they want most in the world?
- WHO (or what) is in the way of them getting what they want (their obstacle)?
- WHAT is at stake (no vampire pun intended) if the character doesn't get what they want?

# Building the Perfect Pitch

## Example:

- WHAT is the genre of your story and which audience is it written for?
  - *Twilight* is a paranormal romance for the YA market.
- WHO is your character?
  - EDWARD CULLEN is your typical teen vampire. Good looks, fast car, no pulse.
- WHAT is the strange thing going on in his or her life that throws everything off-kilter and launches the story?
  - Then he meets BELLA SWAN.
- WHAT (or who) do they want most in the world?
  - For the first time, Edward wants a human being more than anything. And he wants her alive.
- WHO (or what) is in the way of them getting what they want (their obstacle)?
  - Edward's bloodlust could drive him to either kill her or turn her into a monster like himself.
- WHAT is at stake (no vampire pun intended) if the character doesn't get what he/she wants?
  - If Edward doesn't get Bella or, worse, if he hurts her, he'll be alone forever. Literally.

# Remember

- Answer these questions about your own manuscript.
- Read the backs of published books and the jacket flap copy. This is roughly the length and tone you're going for with a verbal pitch or the meat of your written query letter.
- The object ... give the reader/hearer a taste of your story.
- The most well-crafted queries are ones that:
  - Make us *care* about the story and characters.
  - Make us feel something.
  - Make us want to know what happens next.