Pitch Craft

The 3-Minute Formal Pitch Guidelines

Introduction: Say hello. Don't waste precious time. Simply introduce yourself like you would introduce yourself to anyone you're meeting for the first time. Thank them for their time. Do not ask them questions. Do not do that. If you are pitching at The CALLIOPE Advanced Pitch Conference, we will answer all your questions when we debrief.

FICTION

One-Liner: Open with your one-liner, then pause before you deliver your pitch.

Title: Or working title.

Genre: Review *Course 2: Writing for Marketability.*

Comps: Profile of Competion. Two or three stories like yours. At least one of them is less than 5 years old and did well. Do not use *Harry Potter; Twilight; Eat, Pray Love; Hunger Games,* or any other mega-successes. You can say something like *Cinderella* meets *Percy Jackson.*

Word Count: This can also be your estimated word count upon completion. Say that you expect it to come in at about 85,000 words, or whatever the ideal word count is for your genre.

Stage of Completion: Here's an example. *"My first draft will be complete in two weeks," "I'm in developmental edit," "I'm in deepline edit," "I'm in final revision,"* or *"I'm in beta-read,"* followed by, *"I expect to be ready to submit within _____months."*

Pitch: Be ready with the complete main character's arc and the resolution, and be ready to discuss and answer questions. The idea is to get your foot in the door, not to overload them with information. *Hook, Character, Setting, Conflict, Cliffhanger.*

Bio: Study bio examples in *Course 7: Pitch Craft.*

Thanks: A simple, professional *"thank you"* is appropriate. No gushing. Literally, smile, thank them and get up.

NONFICTION

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Pitch: Be ready with the complete main character's arc, the resolution, and your one-liner. Also, be ready to discuss and answer questions. The idea is to get your foot in the door, not to overload them with information. *Hook, Character, Setting, Conflict, Cliffhanger.*

One-Liner: Be ready to deliver your one-liner if they ask for it.

Thanks: A simple, professional *"thank you"* is appropriate. No gushing. Literally, smile, thank them and get up.