

## **PITCHING YOUR BOOK**

The following are 10 tips to use to help make the best of your time with an agent or acquisition editor. Start with the most impressive point about your book and go on from there.

**NON-FICTION** (prescriptive) 10 points to cover:

1. WHAT is the title and subtitle of your book?
2. WHAT is the concept of your book, in a "nutshell"?
3. WHO is your audience?
4. WHY this book at this time in this marketplace?
5. WHY are you the right person to write this book? Include your credentials, platform, track record, media experience, and your passion for the book.
6. DOES your passion for your book transmit to the agent?
7. HOW does your book compare/contrast to competition in your genre?
8. WHAT will you do to promote your book? Explain how your platform will provide continuing national, international visibility.
9. CAN your book be the first in a series?
10. ANYTHING ELSE unique or relevant about you or your book that would peak the agents' interest.

## **FICTION and NARRATIVE NONFICTION**

Three story points to get across in 3-5 sentences. Don't tell the story scene-by-scene.

1. What is the structure of the story? Set the state/tone/action/plot by including these elements:
  - a) Who are the characters?
  - b) What is the setting?
  - c) What is going on – the action?

Example: Far and Away (movie): A peasant and a noblewoman from Ireland set out separately to seek their fortunes in the great American land rush of the 1800s.

2. How is tension created in the story, i.e., what hitch has occurred to change all of the circumstances?

Example: Left penniless in America, they are forced to live together and form a bond that leads to continuing their pursuit and, ultimately, love.

3. How is the story going to be resolved?

Example: Conquering starvation, near death and family obligations, they figure out a way to make their American dream come true.

Also, is there a successful author or book that you are modeling your book on?

You will learn more by listening than by talking. So tell the agent what you think the agent needs to know in as few words as possible, and then let the agent advise you on what to do with our book.