

Practice Your Pitch

Make the best pitch to not only grab an editor's attention and help get a contract, but to start developing the marketing (tweaking a pitch to focus on the reader flow from the original pitch).

An effective pitch will:

- Define the target audience
- Benefits: share the book's unique value (take-away) that reveals the big concept
- Share the features/style

Tips on creating focus statement

- Define target audience in a few words and be specific (not every woman or person)
 - Share book's value-the takeaway (what is biggest gift you will give the reader that the reader really needs?)
 - Share book's features (the way the message is delivered and the content/genre)
- Develop a great **focus statement** (tight, 1-2 sentence description of the book's uniqueness)

Focus Statement example

Example: The Arms of Forgiveness

This goes from generic to more specific one that shows the book's uniqueness and take away.

Target audience: Married couples, on the verge of divorce

Extended audience will be any married couple facing problems and couples wanted to keep marriage intact).

Benefits: Practical tips

Methods for letting go of hurt
Healing the relationships
Rekindling love

Book's content/features: Stories from real couples and practical tips to help readers

Helpful book: Speak up with confidence by Carol Kent

Write the draft and refine it to be specific to your book.

First draft

This is a book for all married couples having problems. Practical tips show people how to heal and how to let God help them love again. When they learn to forgive, they can save their relationship. Real stories will let readers see how this really works.

Draft 2

The book shows couples facing divorce they change and save the marriage through forgiveness. It uses personal stories of couples who turned their lives around. Each story also lists ways people can let go of hurt and how to let the Lord heal them and bring them back to loving one another.

Draft 3

In *The Arms of Forgiveness* shows how married couples, on the verge of divorce, can be transformed through the power of forgiveness. Personal experiences of couples who made U-turns in marriage are paired with practical tips to help partners let go of hurting and allow the lord to heal the relationship and rekindle love.

Focus statement worksheet

Target audience = readers who most need the book

Benefits for readers (take-away)

Main concept (main message and how you will present it)

Pitch

Tips on meeting with Editors

- Get to the point fast-elevator pitch (written if necessary)
- Have list of other titles/ideas you can develop
- Be prepared to share marketing ideas
- Listen

Useful tools

Hootsuite-dashboard to connect/manage social network sites

Twuffer (twuffer.com) Tweetlater (socialoomph.com), twitresponse (twitresponse.com),

twitrobot (twitrobot.com), futuretweets (futuretweets.com)-for posting future tweets

Amoto and Windows movie maker (for Macs) to create utubes/book trailers

QRs <http://qrcode.kaywa.com/> to create the box code for smart phones to read and quickly link to you

Authortechtips.com and techie-buzz.com to keep abreast of useful tools

Barnagroup.org to find latest stats and research on Christian topics

Apply marketing strengths combined with reaching reader

Where reader lives/reads/goes _____

My marketing strengths _____

Key concepts/message to market

Influencers who could help get a buzz going

Unique ideas _____