

Developing the Pitch Early Bird Session

By Karen Whiting

Two major aspects of pitching

- One is to develop a **focus statement** (a tight, 1-2 sentence description of the book's uniqueness).
- The other is a developing **marketing plan** for the book that helps show your ability to promote the book. This handout helps with the focus statement.

Please fill out index card

- Name
- Book title
- Book's focus
- Email
- Marketing strength (social networking, speaking, media, expertise, print)

Focus statement should be one-three sentences. It must contain the main idea, target audience, and reader benefit (the take-away). To develop it, state your target audience (people who most need the book/most likely to buy it), and then list main benefits.

Focus Statement example

Example: *The Arms of Forgiveness*

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

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 _____

Fiction pitch

Target audience (gender and age range of targeted readership): Adult fiction readers, both men and women.

Hook (1-2 sentence teaser to grab editor/reader's interest):

Why have seven years, trillions of dollars, and too much spilled blood failed to bring freedom and peace to Afghanistan or Iraq? Could it be that true freedom cannot be won for another nor imposed at the point of a gun?

Story-line synopsis (100-200 words):

When a disillusioned Special Forces veteran, a relief worker with stars still stubbornly in her eyes, and an Afghan medical school dropout intersect on the streets of Kabul in *Veiled Freedom*, they can't predict an explosion of events that will test the hypocrisy of Western leadership and Afghanistan's new democracy and face each of them with the true meaning and only Source of freedom.

Author credentials: (intro, publishing credits & why you're qualified to write this novel).

An investigative journalist, I, along with numerous non-fiction articles and documentaries, 13 Christian fiction releases. Nine of these are children and young adult titles. The four adult releases, *CrossFire*, *The DMZ*, *FireStorm*, and *Betrayed* are political/suspense novels set so realistically in the background of our current war on terror and drugs and Latin American politics that each book has prompted government personnel to question as to where I received classified information. My own background as a daughter of American missionaries growing up in guerrilla zones of Colombia as well as 16 years observing firsthand the counter-narcotics war in Bolivia have provided the foundation for my writing. I have lived in six countries and traveled in 30, including Afghanistan, which has provided the background for *Veiled Freedom*.

Main concept (spiritual message and takeaway benefit to reader):

Along with page-turning suspense, *Veiled Freedom* brings home the vital truth that despite the best of intentions, true freedom has never been or ever will be effected in a culture or nation except through the power of the gospel of Jesus Christ working through the hearts and minds of individual lives. 'The blood of the martyrs is indeed the seed of the church'.

Manuscript status: *Veiled Freedom* is in the final rewrite stage and is projected to be completed by October 1st. Its total length is approximately 150,000 words. It is intended to be only the first of a line of stand-alone international intrigue titles, each targeting one of the myriad corners of our rapidly-shrinking planet where U. S. foreign interests have currently focused world attention.

Background info:

Target audience (gender and age range of targeted readership):

Hook (1-2 sentence teaser to grab editor/reader's interest):

Main concept (spiritual message and takeaway benefit to reader):

Author credentials: (brief intro of yourself, publishing credentials and why you are qualified to write this particular novel)