What is a pitch?  

- Agents  
- Editors  
- Publishers  
- Publicists  
- Producers  

The SECRET about EVERY one of these:  

This is a business. 

Your first pitch is to promote . Second is your . 

A pitch is like a date, not a date. 

Be your best . You do that better than anyone else. 

Don’t yourself. 

Write and practice your . 

How to get their attention at conference appointments:  

- Be .  
- Be .  
- Be .  

Expand your elevator pitch to three .  

Define your . 

What is your platform? 

If they’re not interested, remember: you don’t the first person you .  

To reduce the chance of rejection, before you submit.