

Preparing a Killer Pitch Handout 2022

By Edwina Perkins

1. Define an Elevator Pitch
2. Important elements of an Elevator Pitch
 - a. Be immediately interesting
 - b. Provide all relevant information
 - c. Pose a satisfying pairing of problem and solution
 - d. Open the door for further discussion
3. Five Questions to address in a pitch
 - a. **What?** Is the context
 - b. **Who?** Is the Protagonist
 - c. **What?** Is her conflict
 - d. **What?** Does she need to do to overcome her conflict
 - e. **Why?** should your reader care
4. Importance of Genre and Audience
5. Importance of “audience of one”
6. Define Logline: The logline needs to say **who** the story is about, the **goal** they’re seeking, the **conflict** they encounter, and **why** should your reader care.

(If time permits) Ten steps for meeting with agents and editor

* CHOSE WISELY

* PREPARE

* FEEDBACK

* ELEVATOR PITCH

* DOS AND DON'TS

* ASK FOR
PUBLISHING
INFORMATION

* ASK FOR
COMPARATIVE BOOK

* TIME OF YEAR TO
PUBLISH

* PLATFORM

* TIPS ON MEDIA