

The Writer's Voice 2017 How to Get Published Conference / Pitch Workshop

Dear writers,

Welcome to the Writer's Voice 2017 Pitch Workshop. Participants will bring pitches of up to 250 words for critique. Depending on your genre (fiction, nonfiction, memoir, magazine nonfiction), you will be assigned to a table with peer participants and a publishing expert who will lead the critique/discussion of each pitch.

WHAT IS A PITCH? A pitch is a brief description of your writing project used to get the interest of agents or editors. In short form, it can be used in a query letter; expanded, it can be part of a book proposal. As a selling tool, it should succinctly and specifically convey the essence of your book or article in a clear, compelling voice.

ASSIGNMENT: Write a pitch of no more than 250 words. Bring at least 10 copies to distribute.

GUIDELINES: Here are some points you may want to include:

- **WHAT** is the subject of your book or article? What is the dramatic story?
- **WHEN** does it take place? What is the time frame / era?
- **WHERE** does the story take place?
- **WHAT** else is the book about? Narrative threads, themes, the story within the story?
- Is there a central thesis? Does the book/article take a position or ask a question?
- **WHO** are you? Why are you the person to write it?
- **WHO** will read your book/article? Why will they want to read it?
- **WHY** is **NOW** the time to publish this book or article?
- What are the cultural touchpoints or related current events? Relevant statistics?
- **WHICH** books are similar to yours? Cite comparative titles to show where your book fits in the current market. **HOW** is your book similar to / different from other books in its genre or subject area? What makes it different?

SUGGESTIONS:

- The opening line is important. Make it a compelling, engaging "grabber" that communicates the dramatic impact or particular nature of your project.
- Avoid flat, passive phrases like "My book/story/article is about..." or "The themes are...."
- Use precise language and active verbs.
- Be clear and direct.
- Avoid repetition.

NOTE: This is a workshop, for feedback only. Please do not pitch your work directly to the agents or editors present at the event.