

## How to Write a Pitch

### Pitch & Page Editorial Coaching

Your pitch should be no more than 50-75.

Basics:

- Who do care about? In other words, who the lead?
- What is the complication? Sock it to us. Make is clear and succinct.
- Connect us emotionally to the lead. This can mean a quirk, a personality trait, a struggle, etc., (Sober one year, Margret Dyson is once again.....)
- Give us the setting (In rural South Carolina in the 1950's)
- Give us genre if we need it (A dystopian world in London....)

Pitch example:

In 2029, Merabelle allows rebel soldiers to train on her Virginia Farm during the revolution in the recently seceded States of America. In order to survive in the new world, and as resources dwindle, Merabelle struggles between keeping her own children safe and the expectations of a turbulent society.