



Crafting Your Pitch Worksheet



This worksheet will help you position your manuscript to capture the attention of a publisher or agent. If you decide to self-publish, it will help you write your back cover blurb and approach booksellers. An effective pitch should include both familiarity and difference, offering a new experience within an established genre.

Step One: Find Your Tribe

1. What genre is your book? _____
2. Who are your target readers? Be specific— relevant demographics could include age, gender, education, hobbies, interests, citizenship, religion, etc.

3. Select two BISAC codes from the list available at <https://bisg.org/page/BISACSubjectCodes>

4. Try to think of three popular books that are similar to yours. For each comparable title, identify what both books have in common AND what special twist you have added.
 1. _____

 2. _____

 3. _____

Step Two: Identify Your Key Selling Features

1. What makes your book special?

2. What broad themes does your book explore? Try for multiple one-word answers – love, redemption, revenge, risk-taking, friendship, resilience, etc.

3. Why is your book topical? List the ways in which it reflects or informs current social, political, cultural trends.

Step Three: Establish Your Credentials

1. Write a 50-word description of yourself, including what you have done and who you are.

2. List any resources you have that will help you connect with your target audience.

Step Four: Identify Your Key Elements (Fiction)

1. **Introduce Your Characters:** Describe your main character(s) in one or two sentences.

2. **Set the stage:** Where and when is your book set? Describe the world where your story takes place.

3. **Describe the pivotal event:** What happens to change the natural world?

4. **Explain the stakes:** What challenge/opportunity does the pivotal event provide for the protagonist?

5. **Add a cliff-hanger:** Pose a question or write a summary that will entice readers.

Step Four: Identify Your Key Elements (Non-Fiction)

1. **Subtitle:** Explain the who, what and why of your book as succinctly as possible.

2. **Hook:** Your first line will instantly engage your target readers. Like a newspaper headline, it will be carefully made, and will be short and catchy. You may need to write it last, after working through the other elements of the blurb.

3. **Introduce the problem:** Explain the gap your book fills.

4. **Establish your authority:** State how your book solves the problem.

5. **Outline your promise:** How will this book change the lives of readers?

Step Five: Craft Your Pitch

The Hook: Your first line will instantly engage your target readers. Like a newspaper headline, it will be carefully made, and will be short and catchy. You may need to write it last, after writing the summary.

The Summary: Combine your key elements into a description of no more than 200 words.
