

## PICTURE BOOK INTENSIVE PITCH FORMATTING GUIDELINES

Optional: If you are a participant in the Picture Book Intensive you are invited to bring a short summary or pitch of one your completed picture books or board books.

### What's a pitch?

- A pitch summarizes your work-in-progress in 3-5 sentences.
- A pitch hooks the attention of an industry professional—usually an agent or editor—and makes them want to read the entire piece.
- The pitch succinctly tells the plot/subject/story line.
- The pitch reveals the voice/character/tone of the writing.
- Pitches for board books and picture books should be 50 words or fewer, pitches for longer works (such as nonfiction) should be under 100 words.

### How Do I Format My Pitch?

- All pitches will be anonymous—no names or other identifying features.
- Use 12-point type. Single-spaced. Begin with your title in boldface, centered. Then add your pitch.

### How Will the Pitch Panel Work?

- No need to sign up in advance!
- You will drop your printed pitch into a basket sometime during the session.
- One pitch per person.
- A member of the panel will read your pitch aloud.
- The panel members will give their first impressions of the work based on the pitch.
- This is a listen-and-learn time, not a conversation or debate.
- Listen carefully to the comments you hear about other pitches. Often you will hear comments and recognize trends that have implications for your work, too.

### Samples of Pitches from the Work of Rob Sanders

#### **Ball and Balloon** (FICTION)

Gravity has Ball down. Balloon laughs in the face of gravity. Try as he might, Ball can't be like Balloon. But maybe that's okay and maybe there are worse things than gravity. Maybe, just maybe, there are advantages to being who are are—even if you are a ball.

#### **Bling Blaine: Throw Glitter, Not Shade** (FICTION)

Blaine loves to sparkle and shine—actually, he loves bling. But when Blaine's bling rubs some people the wrong way, bling is banned and Blaine begins to lose his shine. Lucky for Blaine, his friends come to the rescue. Blaine and the other students are soon shining brighter than ever.

#### **Two Grooms on a Cake: The Story of America's First Gay Marriage** (NONFICTION)

Long before marriage equality was the law of the land, two grooms stood on a wedding cake with their feet firmly planted in fluffy white frosting. That cake belonged to Jack Baker and Michael McConnell, who were wed on September 3, 1971, becoming the first same-sex couple in America to be legally married. TWO GROOMS ON A CAKE is an under-told story of LGBTQIA+ history and celebrates these pioneers of gay marriage and marriage equality for all.