

AGENT DAY
PICTURE BOOK DUMMY OR GRAPHIC NOVEL DUMMY PITCH FORMATTING GUIDELINES

What's a pitch?

- A picture book dummy pitch summarizes your manuscript in a few sentences and shows a single image.
- The pitch hooks the attention of an industry professional—usually an agent or editor—and makes them want to read and see the entire piece.
- The written portion of the pitch should concisely tell the plot, subject, and storyline, revealing the voice, character, and tone of the work.
- Pitches for board books and picture books are usually 3-5 sentences long, pitches for longer works (such as nonfiction or graphic novels) may be around 5-7 sentences long.

How Do I Format My Pitch?

- In a word document, write your personal information in the top, lefthand corner, single spaced. For instance:
Jane Doe
123 Main Street.
Anywhere, FL 30000
janedoe@someemail.com
- Use 12-point type in a Word document. Single-spaced. Begin with your title in boldface, centered and put your genre beside the title in parentheses. Then add your pitch. (See sample on following page.)
- Insert one image of your artwork from the dummy below the pitch.
- Your pitch document should be 1 page total and be submitted as a Word document.

How Will the Pitches Work on Agent Day?

- Agent Rachel Orr will look at each and every pitch.
- From the pitches and art submissions, Rachel will choose 10 works she'd like to see and critique. (Picture books will be full dummies. Graphic novels will be the first 10 pages.)
- Rachel's selections will be announced at the close of Agent Day.
- Those selected for critique will have until Noon on Sunday, July 17 at 12:00 to pay for and upload their full picture book dummy or first 10 pages of their graphic novel.

Jane Doe
123 Main Street
Anywhere, FL 34555
jane@anyemail.com

Clarinet and Trumpet (PICTURE BOOK FICTION)

Clarinet and Trumpet are friends from the very first note. But their friendship falls flat when a new woodwind - Oboe - sets the tone in the music room. Trumpet tries everything to get Clarinet's attention again, but Clarinet doesn't change her tune. The story crescendos until the woodwinds face off against the brass section in an ear-splitting musical duel. How will Clarinet and Trumpet bring the band back together again *and* save their melodious friendship?



NOTE: This is sample is the work of John Herzog and is used by permission.