

**AGENT DAY**  
**PORTFOLIO PITCH FORMATTING GUIDELINES**

**What's a pitch?**

- A portfolio pitch demonstrates your style and voice as an artist.
- The purpose of a pitch is to hook the attention of an industry professional — usually an agent or art director — and make them want to see more.
- A portfolio pitch may include one image from your portfolio.

**How Do I Format My Pitch?**

- In a word document, write your personal information in the top, lefthand corner, single spaced. For instance  
John Doe  
123 Main Street.  
Anywhere, FL 30000  
[johndoe@someemail.com](mailto: johndoe@someemail.com)
- Insert one image of your artwork (one image from your portfolio).
- Document should be 1 page total and be submitted as a Word document.
- See next page for example.

**How Will the Pitches Work on Agent Day?**

- Agent Rachel Orr will look at each and every pitch.
- From the manuscript pitches and portfolio pitches, Rachel will choose 10 works she'd like to see and critique.
- 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 portfolios (10 images max).

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