

AGENT DAY MANUSCRIPT PITCH FORMATTING GUIDELINES

What's a pitch?

- A pitch summarizes your manuscript in a few 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/storyline.
- The pitch reveals the voice/character/tone of the writing.
- Pitches for board books and picture books are usually 3-5 sentences long, pitches for longer works (such as nonfiction and novels) may be around 5-7 sentences long.

How Do I Format My Pitch?

- Write your contact information in the top, left-hand corner, single spaced. For instance:
John Doe
123 Main Street.
Anywhere, FL 30000
johndoe@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 samples below.)

How Will the Pitches Work on Agent Day?

- Agent Rachel Orr will review 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 manuscripts. Novels will be the first 10 pages.)
- Rachel's selections will be announced at the close of Agent Day.
- Those selected for critiques will have until noon on Sunday, July 17, 12:00, to pay for and upload their manuscripts.

Samples of Pitches from the Work of Rob Sanders

Ball and Balloon (PICTURE BOOK 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 you are—even if you are a ball.

Two Grooms on a Cake: The Story of America's First Gay Marriage (PICTURE BOOK 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.

Blood Brothers (NOVEL)

Calvin Johnston's secret is out. He and his brothers are tainted. Untouchable. And the bad blood flowing through their veins is threatening to kill them. So are some of their neighbors in Ashland, the "Friendliest Little Town" in Florida. Calvin and his brothers are in the fight of their lives. As a matter of fact, they're fighting for life itself. Told in raw, honest verse, this is a timeless story, because at its core, BLOOD BROTHERS is a fight against prejudice where Calvin tries to make sense of the senseless in the only way he can. With hope.