HOW TO PITCH

INCA SUMMER INSTITUTE 2009

HOW TO PITCH

Pitching is an art.

Pitching is about presentation and style.

Pitching is about leaving them wanting more.

(If you've done it right – they'll want more from you!)

THREE SIMPLE STEPS

First, find a story – do your research!

Second, find a character(s) in that story.

(you need at least one)

Third, find your audience – and craft your pitch.

FINDING A STORY – CRITICAL TO PITCHING

Without a story you have nothing.

But where do you find a story?

Exercise: In two minutes – write down as many “locations” as you can think of to find a story. At the end of two minutes – find a partner and switch lists.

You now have 2 more min. to add to that list.

PREPARING YOUR PITCH

There are two kinds of pitches:

1. Oral – presented to one person or group.

2. Written – submitted either via email or in person.

PREPARING A WRITTEN PITCH

The first line of your pitch should be a focus statement.

"Someone is doing something because of..."

If you don't have this statement – you are missing a character, an action, or a motivation.

Without all of the above – you have no focus.

PREPARING A WRITTEN PITCH

Here's a few standards:

1. Pitch should be about 100 to 150 words.
2. It should start with your focus statement.
3. It should include a paragraph that you would write in the actual story.
4. It should include a character, action and why people would care about this story.

PREPARING AN ORAL PITCH

Again – here's a few a standards:

1. You lead with your thesis statement:

"Harry Holden is leading his own personal crusade to force the federal government to pay for Avastin because the drug has saved other lives and should be covered under the Sask. Drug plan"

PREPARING AN ORAL PITCH

Lead with your focus.

Describe your main character.

Talk about other (potential) characters.

Describe scenes, sounds other interesting facts you learned in your research.

Show your passion for the story! If you don't care – why should anyone?

PITCHING DO'S AND DON'TS

DO - show passion.

DO - your research.

DON'T - come unprepared.

DON'T – ramble and stray off focus.

DO – write a thesis statement every time.

Now listen up for a few more tricks!