



HOW TO PITCH YOUR LITERARY PROPERTY TO AN AGENT, MANAGER, PUBLISHER OR PRODUCER

1) Preparing for your pitch:

- a) Research the person you are pitching to. If not the person, the company they work for.
- b) Show you enthusiasm/passion for your story. Show that you are grateful for and value their time. (in your own words)
- c) Breathe deeply and walk up to them in confidence, knowing that they are there to find properties that are of interest to them and their company.

2) How to get their attention in a competitive market.

- a) Be clear about your market - the audience you are writing for.
- b) Creating a Log Line that 'pops'.
- c) Be clear about your market - the audience you are writing for.
- {d) Create a Brief Synopsis and make every word count - do not worry about complete sentences to convey your story. In other words, make it conversational..
- (e) The key is to spend most the time getting them interested/engaged in your story. Do not spend too much initial time talking about yourself and your motivation for writing your story (unless, of course, it's based on your or your family's life story, or if they ask -- and even then make it brief. If, after listening to your pitch, they ask questions or want to know about you, that is the time to talk about yourself.

NOTES:

1) **My Audience:**

2) **My Log Line:**

3) **My Brief Synopsis:**

Sherry Robb
Literary Agent/Talent Management
Literary Properties
The Robb Company
(818) 384-0848
www.therobbcompany.com