

Fifteen Minute Pitch Template



www.amynielsenauthor.com

Thank you for your participation in Mayflower Media's Why You Should Pitch at Live Events workshop via Thriller 101.

Our goal at Mayflower Media is to provide aspiring authors a one-stop shop of services to help move their books from their laptops into readers' hands.

In this guide, you'll receive a Fifteen Minute Pitch Template and Pitch Tips for Success.

If you have any more questions about the content here or about additional services, please feel free to reach out to Amy at amy.nielsen06@yahoo.com.

Note: Please do extensive research before signing with any agent or publishing service.

ABOUT US:

Mayflower Media was founded Amy Nielsen.

Amy is the author of *It Takes a Village: How to Build a Support System for Your Exceptional Needs Family*, *Goldilocks and the Three Bears: Understanding Autism Spectrum Disorder*, *Worth It* (her 2024 YA debut), and *Teaching Video Production: Beyond the Morning Newscast*. She is also a freelance editor and literary agent.

Our services include publication guidance, professional big picture and line level critique, query support, book trailer creation, and more!





FIFTEEN MINUTE PITCH TEMPLATE

1. Introduction (1-2 minutes)

- Greet the agent warmly and express your appreciation for their time.
 - Example: "Thank you so much for meeting with me today. I'm excited to share my work with you!"
- Briefly introduce yourself:
 - Include your name, writing background, and any relevant achievements.
 - Example: "My name is [Your Name]. I've been writing [genre/age group] for [X years], and my work has been featured in [publication/contest, if applicable]."

2. The Hook (1-2 minutes)

- Start with a compelling logline or elevator pitch for your book.
 - Example: "[Title] is a [genre/age category] novel that follows [main character] as they [key conflict or journey], appealing to fans of [comparable titles/authors]."



FIFTEEN MINUTE PITCH TEMPLATE

3. The Story Overview (5-6 minutes)

- Expand on the plot:
 - Briefly outline the protagonist, their goal, the stakes, and the primary conflict.
 - Share unique aspects of the story, themes, or world-building that make it stand out.
- Keep it concise and engaging, avoiding a full synopsis.

4. Why You and Why Them (1-2 minutes)

- Explain why you're pitching to this specific agent:
 - "I'm pitching to you because I admire your work with [Author/Book] and feel my book aligns with your interests in [specific genres/themes]."
- Share what makes you the right person to write this story (expertise, personal connection to the subject, etc.).



FIFTEEN MINUTE PITCH TEMPLATE

5. Call to Action and Questions (3-4 minutes)

- End with a clear ask:
 - "I'd love to send you the full manuscript for consideration. Would you be interested?"
- Leave time for the agent to ask questions or provide feedback.
- Be prepared to discuss your book's marketability, comparable titles, or your long-term writing goals.

6. Wrap Up (1-2 minutes)

- Thank the agent again for their time.
 - Example: "Thank you so much for taking the time to meet with me. I really appreciate your feedback and hope this story aligns with what you're looking for."
- Exchange any final pleasantries and confirm any next steps.



PITCH TIPS FOR SUCCESS

- Practice: Rehearse to ensure your delivery is polished and within the time frame.
- Be conversational: Stay open to feedback and adjust your pitch based on the agent's reactions.
- Have materials ready: Bring a printed summary, query letter, or a one-page synopsis in case the agent asks for it.
- Remember, agents are people just like you! No need to be nervous!