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A Pitcher's Guide to *Pitch the Publisher*

Dear Potential Pitcher:

Thank you for applying to this year's *Pitch the Publisher* event!

The goals of this event are to help demystify the world of publishing, to introduce our Atlantic Publishers, to inform the general public about the kinds of books being published in Atlantic Canada and to give authors a chance to pitch their manuscripts.

You should keep in mind that publishers receive many unsolicited manuscripts and that they don't all publish the same kinds of books. You can do some homework by visiting our website www.atlanticbookstoday.ca to see the kinds of books that our members are currently producing. Can you relate your book idea to the kinds of books they produce?

You will be making your pitch in public to a panel of publishers — usually three. They will speak briefly about their publishing programs. We will introduce you and ask you to use a microphone in order to be heard. Don't be nervous, have fun!

When giving your pitch, try to address the following three questions:

- **What is your idea for a book?** (Can you describe it in two sentences or less?)
- **Why are you the right person to write this book?** (What is your experience with writing or with the topic?)
- **Why would people buy your book?** (Let the publishers know what you think the market is for your book.)
- **How would you categorize your book idea? What are some comparable titles?**
- **How many words is your unpublished manuscript?**

If you are selected, you must keep your pitch brief! Practice at home with a friend or relative in order to keep your pitch **to a very concise and focused 2-3 minutes**. You will have a maximum of three minutes. You will have a warning at the two minute mark. A microphone will be provided. You are really trying to “hook” the publisher and allow him/her to respond to your idea and give you some constructive feedback in the time you

have. **We are allotting 7 pitches per session** and some sessions may allow extra time to accommodate those on the waiting list. If you can't make it, please try to let us know in advance so we can allow someone else to attend in your place. Pitches will also be accepted from the audience should time permit.

If you have contact information that you want the publishers to receive, you can submit it to the APMA staff when you arrive and we will distribute it to the panel. For this event, please bring **three copies** of the 100 word blurb and be sure to include in these packages your **resume and contact information**.

Please note: If you have pitched your idea at past Pitch the Publisher events, **please do not present the same idea unless it has been significantly reworked**.

Also, please note: there is no copyright on ideas. Some of the ideas pitched at The Word On The Street may already be in development with various publishing houses. The publication of a book can be a long-term process involving many factors, such as trends, timing, current events, personal contacts, publishing history, etc. If you have any concern regarding the ownership of ideas, it is best not to propose your idea publicly. Printed matter is, however, subject to copyright.

Don't forget to have fun and be creative with your pitch! And be sure to sit in on any of the other pitching sessions that interest you. Questions? Contact the APMA office at (902) 420-0711 or e-mail Chantelle at admin@atlanticpublishers.ca