

# TWITTER PITCH

**NON-FICTION** | Examples | Abbreviations | Tips

## Hashtags

#AD = Adventure  
#CF = Christian Fiction  
#CON = Contemporary  
#E = Erotica  
#ER = Erotic Romance  
#ES = Erotic Suspense  
#F = Fantasy  
#H = Horror  
#HF = Historical Fiction  
#HR = Historical Romance  
#INSPY = Inspirational  
#M = Mystery  
#MEM = Memoir  
#LGBT = LGBT  
#LF = Literary Fiction  
#NF = Non-Fiction  
#R = Romance  
#PNR = Paranormal Romance  
#RS = Romantic Suspense  
#SF = SciFi  
#S = Suspense  
#SP = Steampunk  
#T = Thriller  
#W = Western  
#WF = Women's Fiction



## Short & Sweet Tweets

Writing a brief synopsis of your book for a query can be tough. Trying to sum it all up in 140 characters can be maddening! However, I think there's huge upside:

1. **Instant gratification:** You'll find out within 24-hours if you've nailed it, and which agents want to know more.
2. **Top the heap:** You'll jettison yourself to the top of the query heap in the agent's inbox. (They just asked you to email them. You know they'll be looking for you.)
3. **Perfection:** Even if the tweets don't land you representation, the exercise of determining what to tweet will help with your query letters.



## Age Specific Genres

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#PB = Picture Book

#C = Children's

#CB = Chapter Book

#CL = Children's Lit

#MG = Middle Grade

#YA = Young Adult

#NA = New Adult

#A = Adult

For NonFiction, you'll mostly stick with #NF or #Mem, but check each event's guidelines.

## Don't Miss Dates

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Pitch Madness (Hashtag #PitMad) is one of the bigger pitch parties, but there are many others. Some are specific by genre, some are hosted by a specific agency.

Here's a list of few popular pitch parties. Check the dates, and go get 'em:

### #PitMad

Pitch Madness, open to all genres and all agents/publishers

### #PBpitch

Picture books only

### #SFFpit

Sci-Fi / Fantasy only

### #FaithPitch

Faith based writers

### #PitchCB

Monthly, held by Curtis Brown Creative agency. Be sure to check their website to make sure they're a match for you before you participate.

## Before You Start

Look at this exercise similar to a novel or movie treatment.

Typically in fiction, the writer needs to chronicle the journey the hero travels during the story.

They have to describe where the hero is mentally, emotionally etc., at the beginning of the journey, and show how they've changed by the end.

For non-fiction, it might help for you to think about the journey your reader will go on.

Where are they when they start this book? (Do they have a problem you're solving? A need your fulfilling?)

Where should they be when they finish? (Are they different when they've finished and taken action on what they've learned?)

To help you get started, answer these questions below about your book.

1. What's the premise (or thesis, or big idea) of the book?
2. What is the problem you're solving for the reader?
3. What is the solution you're providing?
4. Is there an authority tied to the book? (This may be you or experts or studies)
5. Is there a twist? (Sugar leads to losing weight)
6. Is there a descriptor that further categorizes the book?  
Manifesto, handbook, guide, workbook, devotional, etc.
7. What is your book hook?

Then try to piece the information you've written down into one of the format listed in the sidebar. Keep playing with it until you find the format(s) that are the most intriguing AND informative.

## Twitter Templates

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There is no perfect format, or flow of information. But after reviewing a TON of pitches online, here are a few that have worked really well:

(Examples in action on the right.)

### 1. The Whole Story

Sums it all up in one short statement

[hook] + [what] + [authority]

### 2. Proof-ly Intrigue

Use your "proof" as your hook

[Proof] or [hook] + [proof]

### 3. Targeted Response

Makes it clear who you're talking to and why

[what] + [who]

### 4. Cuz I Said

Back up your premise by showing you (or interviewed experts) have appropriate expertise

[premise] + [authority]

### 5. Cuz I Said (redux)

Same as above but lead with hook

[hook] + [authority]

Of course, you could also just lay out your "what" or your premise.

Just be sure it's interesting!

## Examples of Potential Pitches

These are examples I've put together from non-fiction book deals signed in the last week of May 2016. \* These are not actual tweets. \*

### -----The Whole Story----- [hook] + [what] + [authority]

*Could you survive active shooter attack? Handbook explains how even the untrained can make it out alive. By British intel officer #PitMad #NF*

**Book:** "How to Survive an Active Shooter and Live to Tell About It" by John Geddes. Sold in a pre-empt by Barbara Zither Agency

*SLUTEVER it doesn't matter who you do, or how often, memoir-cum-manifesto reclaims the word slut. By Vogue columnist #PitMad #NF*

**Book:** "Slutever" by Karley Sciortino. Sold by Luke Janklow at Janklow & Nesbit

### ----- Proof-ly Intrigue ----- [proof] or [hook] + [proof]

*What if your sweet tooth didn't work against your diet? Revolutionary, proven, sugar-based diet is about to change everything. #PitMad #NF*

*Woman loses 100lbs on sugar-based, Dr supported diet. 400+ test subjects and 30 Drs interviewed. EAT SWEET, NOT SOUR #PitMad #NF*

**Book:** Doesn't exist. :) This is the example book from one of my courses. Just wanted to show how it might work for #PitMad

## Twitter Templates

Repeated for reference purposed.

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Sums it all up in one short statement

[hook] + [what] + [authority]

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Same as above but lead with hook

[hook] + [authority]

## Don't Forget

Formatting rules:

+ 140 total characters (that includes hashtags)

Use [WordCounter.net](http://WordCounter.net) if you're finding this difficult. It will track words & characters.

+ You must include the event's hashtag (#PitMad) or you won't get found in the Twitter feed.

### ----- Proof-ly Intrigue ----- [proof] or [hook] + [proof]

*An Amazing smile gives you more than just a pretty face. Tooth decay reversing diet has proven to clear chronic illnesses. #PitMad #NF*

**Book:** "The Dental Diet: The Food-Based Plan for an Amazing Smile, Lean Body, and Healthy Mind" by Dr. Steven Lin. sold by Cassie Hanjian at Waxman Level Literary Agency.

### ----- Targeted Response ----- [what] + [who]

*Simple accessible guide to mediation addressing myths, gimmicks and demystifying the practice for skeptics and first timers #PitMad #NF*

**Stats:** "A Short Guide to The Meditative Life" by Bob Roth. Sold by Albert Lee of Kuhn Projects.

### ----- Cuz I Said ----- [premise] + [authority]

*HOW TO SURVIVE AN ACTIVE SHOOTER, save yourself & those around you. By former British intel officer & HIGHWAY TO HELL author #PitMad #NF*

**Book:** Details above (reformatted from The Whole Story)

*How to bring the mental toughness, habits & success of elite athletes in the boardroom & beyond. By sports psychology pioneer #PitMad #NF*

**Stats:** "Boost!" by Dr. Michael Bar-Eli. Sold by Leila Campori at Stonesong.

### ----- Cuz I Said (Redux) ----- [hook] + [authority]

*Mental toughness & habits of elite athletes can translate into success in the boardroom & beyond. By sports psychology pioneer #PitMad #NF*

**Book:** Details above (This is reformatted from Cuz I Said)