

## What Should Be Included in a Book Pitch?

A pitch tells the publisher/reader why they should read your story. Whereas, a synopsis answers the question of 'What is the story'.

If you can't write a decent 3000-word book pitch and synopsis, you are probably going to struggle with writing a great book. You do not need any fancy programs to start your book pitch, just write it up in a word document and follow these simple steps.

### ***1. Working Title***

### ***2. Define Your Target Market***

**3. What is the Central Question that Your Book is Going to Answer?**

**4. How Have You Tested Your Central Question with Your Target Market?**

**5. About This Book**

**6. What Makes This Book Unique?**

**7. What Problems Will Your Book Be Solving?**

**8. What Is the Ultimate Benefit to the Reader?**

**9. Competitor Books**

**10. About the Author**

**11. Draft Contents Page**

**12. Back Cover Blurb**

**13. Synopsis**

**14. How Are You Going to Promote This Book?**