



## **Guts Publishing** **Pitch Your Book**

Duration: 4 weeks

Cost: £995

### **How it works:**

Pitch Your Book is for writers who have a completed manuscript (fiction or nonfiction) and are looking for a publisher or agent. The first thing we discuss is your genre. Then we take a look at your title and make sure it's hitting the mark. We work on your query letter pitch, your synopsis, and your digital platforms (social media, website, blog). Then we research and create a targeted list of publishers and agents.

We do this over the course of four weeks with weekly Zoom meetings. I offer email support between meetings and unlimited follow up emails.

I start by reading your detailed synopsis and the opening chapters of your manuscript.

If you'd like a full read, the fee is £250-300 (depending on word count).

Each week I send a homework assignment which you'll complete and send to me before our meeting. Below is a breakdown of what we'll cover each week:

Week 1 – Title, Genre and Synopsis

Week 2 – Your Pitch

Week 3 – Your Digital Platforms

Week 4 – Finding Agents and Publishers

### **Week 1 – Title, Genre and Synopsis**

- Title – I take a look and see if it's hitting the mark. If it's not, I offer suggestions for alternate titles. In my opinion, it's not the most important aspect of your pitch. Your publisher will often make suggestions depending on their audience. But if you have a strong title, you're one step closer to getting your foot in the door.
- Genre – I make suggestions for which genre/s your work fits into. We do research together. To note: you may be able to pitch your manuscript in more than one genre.
- Synopsis – I edit and make suggestions for rewrites and send it back to you. Then you work on that and send it back to me before our weekly meeting.
- Meeting - we discuss your genre, title and synopsis and adjust as needed. This is an opportunity to ask any questions that have come up during the week.

## **Week 2 – Your Pitch**

- Once we've fine-tuned your synopsis, I'll ask you to send your original pitch. I'll also ask you to write two new pitches: 1. A one or two-sentence pitch 2. Query letter pitch. Both of these arise out of the work we do on your synopsis.
- You'll send these to me and I'll send suggestions for rewrites. You'll send that back to me before our weekly meeting.
- Meeting – we'll talk about and fine-tune your pitch and query letter. We'll also practice your elevator pitch, a 60-second verbal description of your book.

## **Week 3 – Your Digital Platforms**

- This includes your social media accounts, website and blog.
- You'll send the URLs for the above. I'll assess these and send feedback on what's working and what needs improvement. This includes visuals, tone and how these platforms function. For example: Are you entertaining your audience? Providing valuable information? Sharing a personal journey?
- Meeting – we'll take a look at what you've done and assess. We'll talk about how to increase social media followers, improve your blog and/or website traffic, and use these platforms to build your online presence.

## **Week 4 – Finding Agents and Publishers**

- At this point we'll have a better idea of who your audience is.
- I'll show you different ways to research and find publishers, independent and traditional, and literary agents (in the UK and abroad).
- I'll send you a template for a tracking document
- You'll compile a targeted list with 75 names. I'll add 25 to this list.
- Meeting – we'll discuss the list and any questions that have come up during the week.

## **By the end of the month you'll have:**

- A strong pitch, written and verbal.
- A solid synopsis & query letter.
- A strategy for using social media, your website, and your blog as promotion tools.
- A targeted list of 100 publishers and/or agents.
- You'll be ready to start pitching.

Always remember, follow up emails are essential. Persistence pays off.

**To book the free 15-minute intro meeting, please email: [gutspublishing@gmail.com](mailto:gutspublishing@gmail.com) and I'll get back to you with some dates and times.**

**If you would like to book the Pitch Your Book option, I request a 50% down payment. Please send an email with your preferred start date and I'll send you an invoice.**

To find out more please visit: <https://www.gutspublishing.com/pitch-your-book>

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## Testimonials

*“I had only experienced rejection or complete indifference from publishers before I worked with Julianne. I came to the realisation that my query letter and synopsis lacked polish, were flat in their delivery, and displayed my lack of confidence and naivety in how to sell my book. Julianne helped me to put this right and I finally got that contract.”*

Richard Wills, author of *Bloody Social Worker* (Thinkwell Books, 2022)

*“Once I completed my first novel I was overwhelmed when it came to what I’d need to do to publish. I decided to embark on the Pitch Your Book coaching option with Julianne, and feel so lucky to have found her. Thanks to Julianne’s help, I went from overwhelmed amateur to published author.”*

Erin Hosfield, author of *Lacuna* (Elsewhen Press, 2024)

*“I won Local Legends Spiritual Writing competition for 2024 AND they've offered me a fully funded publishing contract, printed books and e-books and marketing etc. I wanted to thank you for helping me along the way. Your editing observations were well noted and it's fair to say your guidance and knowledge about publishing have led me to this point of publication.”*

Marc Graham King, author of *He’s Not Mad, He’s My Brother* (Local Legends, 2024)

*“Julianne was straight talking and encouraging at the same time. If you want someone else to value your work enough to help you publish it, then I'd say value it enough to invest in this service.”*

Ruth Campbell, Pitch Your Book client

*“As a working-class man, I had no chance of breaking into the literary world. Now my book *Euphoric Recall* has a very real chance of becoming an award winner and/or bestseller. It has smashed barriers to become an instant success.”*

Aidan Martin, author of *Euphoric Recall* (Guts Publishing, 2020)

*“This journey has been mad and beautiful and I wouldn’t have had any of it if it weren’t for you. Thank you for being my champion. Thank you for being an inspiration. For years when I was unwell everything was lost to me. You have helped me shape those years of trauma and hurt into something beautiful. Thank you, Julianne.”*

Jillian Halket, author of *Blade in the Shadow* (Guts Publishing, 2021)