



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 also work on your pitch, your synopsis, and your digital platforms (social media, website, blog). Then we research and create a targeted list of publishers and agents for you to pitch.

We do this over the course of four weeks with weekly 30-minute Zoom meetings. I offer email support between meetings.

I start by reading your detailed synopsis and the first 10,000 words of your manuscript. If you'd like a full read of your manuscript, I can do this for an additional £250-300 (depending on word count). Each week I send a homework assignment which you'll complete and send to me before our meeting.

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. It's not, in my opinion, 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).
- 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 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 20-minute intro meeting, please email: gutspublishing@gmail.com with your availability 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: gutspublishing.com/publishing-coach

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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. It's not easy. You will have to deal with many rejections. But it only takes one publisher to say yes. Go for it.”

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

“Once I completed my first novel I was overwhelmed when it came to what I'd need to do to publish. After a few attempts at submitting I realized I was way in over my head, and in need of guidance. 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)

“Julianne was straight talking and encouraging at the same time. I learned a lot for my future as a writer. Already I'm working on my second novel and feeling confident that when it's finished, edited and polished, I will know how to give it a good send off into the world of agents and publishers. 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)

“To my wonderful editor Julianne Ingles. Thank you for your steadfast belief in not only the book, but in me. 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. And more than that. Thank you for being an inspiration. For years when I was unwell everything was lost to me. The future didn't exist. Now there is a future. There is a book. 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)