

Michael Hauge's 8 Essential R's of Pitching

There are eight critical steps to creating and presenting a pitch guaranteed to get your work read, or your story—in a full pitch meeting—considered.

The first four steps below are your Preparation; the remaining four are your Presentation.



1. Review. Examine your story to determine its most powerful elements—the qualities you'll reveal in your pitch. *Don't try to tell your entire story!*

2. W(R)ite. After selecting the key elements to include in your pitch, prepare a script of what you're going to say.

3. Rehearse. Practice your pitch, then practice it some more. You have to know your script so well that it becomes natural and conversational.

4. Research. Using directories, reviews, interviews, websites, pitch fest lists and your own contacts, get detailed information about the specific buyers you're going to pursue.

5. Rapport. Buyers like to do business with people they feel some kinship with, so as soon as you phone or meet a buyer, use acknowledgment or common experience to establish rapport with that individual.

6. Revelation. When you finally launch your pitch, reveal the strongest, most emotionally involving information about yourself and your project you can.

7. Request. Once you've presented your prepared and rehearsed pitch, don't just stop talking; ask the buyer if they have questions, or if they would like to read your script.

8. Response. Listen carefully to the buyer's questions, and answer each one clearly and succinctly—less than 10 seconds for each answer is a good rule of thumb. Then repeat your request.

Read more about how to present a powerful pitch with story expert Michael Hauge, author of *Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read*:
www.writersstore.com/the-8-steps-to-a-powerful-pitch/