

HOW TO PITCH iCOURSE



DoctorZed Publishing



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Introduction

There's Always an Opportunity for Authors Who Know How Publishers Think

So you've spent the last 6-12 months, or longer, pitching to publishers and agents without any luck. Worse, you haven't even received a reply from any of them.

Or they say they aren't taking unsolicited submissions at the moment, that they'll only consider submissions from literary agents. But there's only one problem: you don't have an agent.

So the wait to get a publisher interested in your book goes on and on... and on and on.

The problem isn't your book. It isn't even you, the author. The problem is that authors, although fantastic at writing, are less than average at marketing themselves and their book.

The reason for this is that 99% of writers **don't understand the language of publishing**, which is ROI (i.e. book marketing and sales).

You have to convince a publisher why they should invest \$50,000 - \$60,000 in your book, and how they are going to **make return on their investment**.

Because the world of publishing is also **the world of business**, you need to know what publishers are looking for in how to make a profit from you and your book.

You need to know **how publishers think**.

At DoctorZed Publishing, we receive thousands and thousands of submissions each year, of which less than a handful are professionally crafted proposals and which, therefore, do not get published.

As a writer, we understand that your experience lies with creative writing and not necessarily with pitching to publishers.

There's the **unique language of publishing** that only those in the industry understand and are confident with. There's also key words and phrases that catches a publisher's immediate attention and makes you stand out as somebody who knows the industry well.

Which is why we created the *How to Pitch iCourse*, so that authors like yourself can familiarise themselves with the language that publishers speak and the keywords that publishers want to hear.

The 9 modules of the *How to Pitch iCourse* are designed to help **elevate you to the 1%** of authors that get noticed by the publishers reviewing your proposal and not just thrown onto the slush pile.

A recent author in Canada who completed the *How to Pitch iCourse* got a publishing contract after following the advice in the course. She said,

"All this to say that if you hadn't suggested that I send out 50 submissions, I probably would have given up after 30 submissions and I would not be in the overwhelmingly positive situation I am right now."

It's time to stop thinking like a writer and start thinking like a publisher.

What is a Publisher Pitch?

A publisher pitch is a concise proposal that provides essential information about an author and their manuscript. It's also:

- A **powerful marketing tool** to generate interest from a publisher in an author and their manuscript
- A targeted review that captures the **unique selling points** of an author and their manuscript in a succinct and influential manner
- Catchy, to the point, relevant, enticing, and a good reflection of the **author's professionalism**

What's in a Publisher Pitch?

Our *How to Pitch* iCourse includes:

- Presenting your book's **unique angle**
- Analysis of the **current readership trends**
- Building and promoting your **selling platform**
- **Marketing the book** when it's published
- Why you're the **best person** to write this book
- Researching the **right publisher** for your book
- Identifying your **competition**

As Karina Chapman, author of *Hair Secrets*, told us after we helped her with her publisher pitch:

*"As an author new to pitching to publishers, I wanted to create the best professional 'first impression' of my manuscript as possible. The [Publisher Pitch] gave me the exact details of what elements to include in my cover letter, how to create a great synopsis and lots more! It saved me time and gave me clear guidance for each step... I was able to construct **a professional pitch ready to tailor to any publisher's wishes.**"*

Benefits of Creating a Professional Publisher Pitch

We know you can go it alone and create your own publisher pitch, and many successful authors have done exactly that.

However, over the past decade or more, we have received literally 10,000+ submissions from authors all over the world, 99.9% of which have been dismissed immediately because of:

- Spelling and grammar mistakes (of the manuscript and the pitch itself)
- Inadequate knowledge of the publishing industry and its unique requirements
- Unprofessional cover letter (or not even a cover letter at all)
- Poor command of the English language
- Ignorance of the business of publishing
- Lack of promotional capabilities by the author

The list goes on and on.

Which is exactly why you need to create a professional publisher pitch—so you can **avoid all the mistakes** 99.9% of authors make.

We therefore make the guarantee that our publisher pitch course will:

1. Significantly **improve** your chances of escaping the publisher's slush pile and landing on the editor's desk
2. **Showcase** your in-depth knowledge of the publishing industry
3. Boost your professionalism and **credibility** (and therefore your chances of being accepted for publishing)
4. Demonstrate your **expertise** of your own industry and why you are the person to write this book

The course does take a bit of work, around about 15 hours of writing and researching, but the investment will pay off when you produce a publisher proposal that is professional and eye-catching.

As Josie de Moor, author of *Heart of a Beast*, told us after we helped her get her book published,

*"I just want to say... I believe this to be **the best money I have ever spent** on my writing... so much of it is pure gold."*

Why Choose DoctorZed Publishing?

We are a friendly and experienced team having been involved with the publication of over 500 print books, eBooks and audiobooks and are in our **16th year of business**. DoctorZed Publishing (est. 2006) was **Australia's first dedicated eBook publisher**. We began with just 1 title—*Samantha Honeycomb* by Scott Zarcinas—and have grown our list to 300+ titles (incl. print and audio books).

A lot of things have changed since those humble beginnings, but one thing hasn't: we have always been at the vanguard of digital publishing. No other publisher is as experienced, nor existed as long as us, in digital publishing.

But we don't rest on our laurels. Our team is always keeping up to date with the latest in digital publishing trends so we can implement them in our projects. We therefore promise to give the highest level of technical service and to go **above and beyond** in all we do for our clients.

We are a local Adelaide based business and you can come and talk to us in person about your project, or we're happy to come to you. We also work well over long distances and have many interstate and overseas clients that we service via phone, email and video chat.

We value **honesty and integrity** with our clients wherever they are in the world.

Who We Have Helped



We have a diverse range of international clients from large printing and publishing companies to smaller, independent publishers and authors.

Here are some of our recent projects:

<https://www.patrickcanion.com/book/>
<https://straighttalk.com.au/shop/>
<http://www.leoniemckeeon.com/books.html>
<https://keylinechristianresearch.com/books/>
<http://evolutionunraveled.com/>
<http://www.ipcommunications.com.au/>
<http://www.scottboocock.com.au/>

Publishing Pitch iCourse Overview

Publisher Pitch iCourse	Inclusions
Pitch Email Support with Editor	UNLIMITED
Publisher Cover Letter	✓
Publisher Cover Letter Checklist	✓
Introduction	✓
Overview & Synopsis	✓
Publisher Submission Worksheet	✓
Table of Contents (non-fiction)	✓
About the Author	✓
Competitive Title Research	✓
Manuscript Overview Flowchart	✓
Publisher Pitch Flowchart	✓
Publisher Proposal Checklist	✓
Publisher Proposal Example Template	✓
Publisher Cover Letter Example Template	✓
Submission Action Plan	✓
List of Literary Agents (Australia)	✓
Children's Publisher List (International)	✓
Publisher Avatar Creator	✓
Book Agent Avatar Creator	✓
Online Promotional Tools Checklist	✓
Marketing Platform Checklist	✓
Marketing Blurb Checklist	✓
Target Market Research	✓
Virtual Readership Avatar Creation	✓
Avatar Interview Flowchart	✓
Readership Avatar Checklist	✓
How To Pitch Online Course (9 Modules)	✓

Publisher Pitch Schedule

1.0 STRATEGY PHASE	2.0 PITCH DRAFT PHASE	3.0 PITCH FINALISING PHASE
<p>1.1 Project Brief</p> <p>This document includes some information about:</p> <ul style="list-style-type: none"> • yourself as a writer • what level of service you require • what time-frame you need • other requirements (e.g. distribution) <p>APPROX. 1-2 DAYS</p> <p>1.2 Time-Frame</p> <p>A time-frame sets out the estimated time required for the completion of the publisher pitch documents.</p> <p>APPROX. 1 DAY</p> <p>1.3 Content</p> <p>Content will be required to create the publisher pitch into the required documents:</p> <ul style="list-style-type: none"> • Cover (PDF or JPG) • Manuscript Interior (word.doc) • Genre • Intended market • Author Bio +/- Photo • Author's selling platform 	<p>2.1 Draft</p> <p>The elements of the publisher pitch will be written as a first draft and sent to the client for review.</p> <p>The time required will vary depending on the level of service required.</p> <p>APPROX. 14-21 DAYS* (*depending on complexity)</p> <p>2.2 Revision</p> <p>The first draft of the publisher pitch will be offered to the client for review.</p> <p>Should changes and amendments be required to the publisher pitch, revisions will be made.</p> <p>Up to 3 revisions (R1, R2, R3) are allowed in the Revision Phase (*see Packages & Pricing pg. 9) with no further cost.</p> <p>Should further revisions be required after completion, a fee of \$85/hr + GST will be incurred.</p> <p>APPROX. 7-10 DAYS/ REVISION* (*depending on the efficiency of the client to review the publisher pitch documents)</p>	<p>3.1 Confirmation</p> <p>Once all revisions have been made, the client will be required to confirm that the publisher pitch process has been completed to their satisfaction.</p> <p>APPROX. 1-3 DAYS</p> <p>3.2 Resubmissions</p> <p>Should the client require a resubmission of files for any requests or changes after confirmation has occurred, a re-submission fee of \$85/hr + GST will be incurred.</p> <p>APPROX. 5-10 DAYS</p> <p>3.1 Cancellation</p> <p>Cancellation of the publisher pitch service is free of charge prior to signing of the Publisher Pitch Contract.</p> <p>Cancellations made after the signing of the Publisher Pitch Contract, will incur a 50% cancellation fee (*please refer to the Publisher Pitch Contract for more information on cancellation of services).</p> <p>APPROX. 5-7 DAYS</p>

Publisher Pitch Packages & Pricing

#1: Publisher Pitch Focus—DIY

This package is for authors who like to do it all themselves in their own time.

You will be given all 9 modules of the course to complete at your own leisure.

There is provision for 1x round of review by your editor before you start sending your publisher pitch proposal to publishers and agents.

Total = \$397.00 + GST

#2: Publisher Pitch Success—Coaching + You

This package is for authors who would like assistance in creating their publisher pitch proposal.

Your editor will coach you through all 9 modules of the course and will be available to discuss any parts of the course that you need to clarify. Your editor will be your guide through all the important steps of the course, ensuring you complete all the required elements of the course.

There is provision for 2x rounds of review by your editor following the creation of your publisher pitch proposal.

Total = \$697.00 + GST

#3: Publisher Pitch Elite—Tailored Proposal Done For You

This package is for authors who would like a professional editor to create their publisher pitch proposal. We do everything for you so you can sit back and not have to worry.

Your editor will read your manuscript and create a professional publisher proposal within at time frame that you specify.

There is provision for 3x rounds of review by your editor following the creation of your publisher pitch proposal.

Total = \$997.00 + GST

AVAILABLE PAYMENT OPTIONS

We would like to offer you a choice of payment options:

1. **Upfront payment in full** = 5% discount

Total = \$377.00 + GST (Focus)

Total = \$667.00 + GST (Success)

Total = \$947.00 + GST (Elite)

2. **3 Instalments**

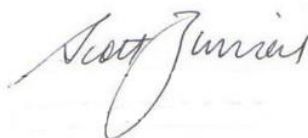
- i. 33% on commencement
- ii. 33% on completion of pitching document
- iii. 33% on sign off final review of pitching document

Thank You

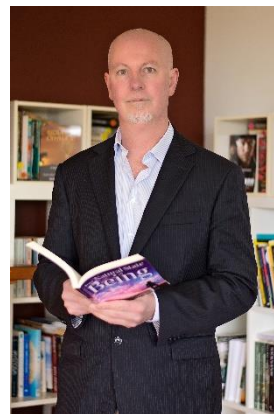
I appreciate the opportunity to work with you and look forward to helping you achieve your project goals.

Please let us know when you'd like to proceed with the publishing pitch service and which payment options you prefer.

Kind Regards,



Dr. Scott Zarcinas
Director
DoctorZed Publishing



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