

Karen Whiting 7 Essential Tools to Getting published [www.karenwhiting.com](http://www.karenwhiting.com)  
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Dear participant,

There are two major aspects of pitching the nonfiction book we'll cover and brainstorm about.

One is to develop a focus statement (a tight, 1-2 sentence description of the book's uniqueness).

The other is a marketing plan for the book that helps show your ability to promote the book.

Two of the handouts help with the marketing concept. This one helps with the focus statement. I'll also give tips for the 15-minute meetings with editors.

Focus statement should be one-three sentences. It must contain the

- main idea
- target audience
- reader benefit (the take-away).

To develop it, state your target audience (people who most need the book/most likely to buy it), and then list main benefits.

Example: The Arms of Forgiveness process to get to a good pitch

**Target audience:** Married couples, on the verge of divorce

Extended audience will be any married couple facing problems and couples wanted to keep marriage intact).

**Benefits:** Practical tips

Methods for letting go of hurt

Healing the relationships

Rekindling love

**Write the draft and refine it to be specific to your book.**

**First draft**

This is a book for all married couples having problems. Practical tips show people how to heal and how to let God help them love again. When they learn to forgive, they can save their relationship. Real stories will let readers see how this really works.

Note audience is too large and unspecific

Sentences are wordy and meander

**Draft 2**

The book shows couples facing divorce that they change and save the marriage through forgiveness. It uses personal stories of couples who turned their lives around. Each story also lists ways people can let go of hurt and how to let the Lord heal them and bring them back to loving one another.

Audience better defined, but not showing needy moment or enough hope

**Draft 3**

In *The Arms of Forgiveness* shows how married couples, on the verge of divorce, can be transformed through the power of forgiveness. Personal experiences of couples who made U-turns in marriage are paired with practical tips to help partners let go of hurting and allow the lord to heal the relationship and rekindle love.

Simpler, more organized, pinpoints those who most need the book (using on verge shows the decision has not been made yet). Terms like U-turns also share hope. Using personal experiences shows authenticity and hope plus unity.

Target audience

Readers who most need the book

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Benefits for readers (take-away)

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Main concept (main message and how you will present it)

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Pitch

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