

## My Twitter Pitch Formula

First, understand Twitter pitch contests like #PitMad and #DVPit don't have an actual formula that guarantees you'll get you LIKES from agents.

Like any contest, there are a lot of variables that go into which pitches pick up traction. Sometimes the pitch isn't written in a way that's intriguing. But sometimes, the pitch is just fine, but the market isn't doing much of that type of story right now. Or perhaps the agents that happen to love your type of story perused Twitter before you posted. Then of course there's the fact that we ultimately have zero control over who Twitter shows our pitches to. We hope our posts gets good traction but who knows!?! Ultimately all you can do is put together a strong pitch and hope for the best. Have a plan B and C... even G and H because the querying journey can be long.

Don't misunderstand me, I do strongly recommend participating in pitch contests on Twitter. After all that's how I found my agent. But, don't put all your hopes and dreams on one contest. Try. Try HARD! And if you don't end up with LIKES from agents, that's okay! Don't internalize that as rejection. Keep pushing.

With all this in mind, here's a "formula" I used for my #DVPit pitch that landed me 200+ likes and 100+ retweets. Try it out and see what you think! As always, run your pitch by peers (lots and lots and lots of them) and see if you find any trends in feedback.

**(HOOK) Character + Dilemma = Stakes x 10!**

**Find your story's hook. What makes it unique? With that in mind, focus on your main character's significant and unique qualities.**

Examples:

- 16 y/o Georgia's flower garden can cure any ailment. From Earth that is.
- Secret fire-breathing teen witch, Alba, has avoided the Christmas dance successfully every year.
- 6 y/o Timmy can see the future, but not above the dashboard.

**Then weave in what makes your character's dilemma (both, if you can) unique and tense.**

- But when the entire school breaks out in a deadly foreign virus, her rosebuds and daisies are useless.
- Forced onto the Senior class party planning committee with a mistletoe theme, she's feeling the heat.
- If only he could figure out a way to make his parents believe him.

**Finally, end on what's at stakes and AMP THEM UP. Show us why your character's dilemma is the biggest thing in their world. Ending on strong stakes is key.**

- What's worse is the twerp maliciously spreading the sickness happens to be the first and only boy she's ever kissed.
- As if things couldn't be worse, her crush is the committee chair and she's choking down flames at the slightest warmth on her cheeks.
- And with an alien skin-changer assassin at the door masquerading as a vacuum sales man, he's running out of time to prove it.

**Put it together:**

**Pitch 1** -16 y/o Georgia's flower garden can cure any ailment. From Earth that is. But when the entire school breaks out in a deadly foreign virus, her rosebuds and daisies are useless. What's worse is the twerp maliciously spreading the sickness happens to be the first and only boy she's ever kissed.

**Pitch 2** - Secret fire-breathing teen witch, Alba, has avoided the Christmas dance successfully every year. Forced onto the Senior class party planning committee with a mistletoe theme, she's feeling the heat. As if things couldn't be worse, her crush is the committee chair and she's choking down flames at the slightest warmth on her cheeks.

*Tips by*  
**J. Elle**

**Pitch 3** - 6 y/o Timmy can see the future, but not above the dashboard. If only he could figure out a way to make his parents believe him. And with an alien skin-changer assassin at the door masquerading as a vacuum sales man, he's running out of time.

**Be sure to check that your pitch fits in a tweet character limit and don't forget to tack on the pitch contest and genre hashtags.**

**GOOD LUCK!!**