

SPAWN Market Update – May 2012

by Patricia Fry on May 1, 2012

Bonus Item: Interview with Mary Scott, Pitch Your Work

Q: Tell me a little about your site, www.PitchYourWork.com? How/why did you come up with this idea?

A: A “Pitch” is a vital tool to help individuals advertise and sell their works. At <http://www.PitchYourWork.com>, our mission is twofold:

1. To offer a central location for authors and screenwriters to “*Pitch*” their work via the Internet to agents, producers, editors and other industry executives to whom they might otherwise not have access.
2. To offer a central location for agents, producers, editors and other industry executives to quickly review the works of new aspiring authors and screenwriters—whose work is as yet unknown—or that of seasoned authors and screenwriters who are seeking to make a change.

Authors and screenwriters can have their “Pitches” heard by an unlimited audience.

Q: How/why did you come up with this idea?

A: After I had written my “Pitch” for my own books, *Spirit Driven Events* and *How to Market Your Book*, I thought great, now I have my “Pitch” done, so now what? What are the odds of ever getting in front of someone in the literature/film industry, let alone being able to give that person a “Pitch”?

So, I decided to audio record my “Pitches” and air them on my Spirit Driven Events.com website. When I started to share my idea with some of my fellow authors, they thought it was a great. So I helped them write and/or audio record their “Pitches” and put them on their websites.

At a recent writers club meeting I attended, the guest speaker was an agent. He listened to 25 club members give “Pitches.” His evaluative responses were absolutely brutal! While I listened to this, I kept thinking two things:

(1.) I was glad I didn’t volunteer to get up and give my “Pitch”; and

(2.) I thought the members who did, should have started with their loglines first. The guest speaker was constantly interrupting the members, making fun of their “Pitches.” He provided only negative feedback! This experience was horrible and very discouraging, but I learned how important a good logline is to a “Pitch.”

When my spirit allies gave me the idea and name of the website I was to design and develop, it was a “Spirit Driven Event” for me to fulfill. Hence, the birth of <http://www.PitchYourWork.com>. From the time it was published, the website has engendered a lot of hits and excitement among my fellow authors and friends in the film industry.

Q: Describe how the site works? What can an author or screenwriter expect when they post their work at your site?

A: The author or screenwriter follows the “Submission Requirements” and submits a work product to be added to the site. To get help writing a “**Pitch**”, one can go to the “How to write a Pitch” page and either learn how to write one themselves by watching the YouTube video or hire one of the three highly recommended “**Pitch**” Masters listed on that page of the website.

Persons who do not know how to audio record their “**Pitch**” into a MP3 format, can go to the “Submission Requirements” page and click on the link that will tell them how to record an audio MP3 file from a computer. Or they can pay the extra \$25.00 and we will audio record their “**Pitch**” for them.

Additionally, if one would like a Book or “**Pitch**” Trailer made, we have provided a page called “Trailers” that one can visit and hire Theresa to create a Book or “**Pitch**” Trailer, **the Newest Marketing Tool.**

Once a work product is properly submitted, and paid for, via the “Submission Requirements” page, <http://www.PitchYourWork.com>, automatically receives an email containing all the required information and files. This email then constitutes a Time and Date stamp protection of the work product. The work product then gets processed and added to the website.

The standard layout is as follows: The Title, Author/Writers Name, Author/Writers website address, Cover Art put into a Film strip, logline, then Audio of their “**Pitch.**” For screenwriters, we can add a YouTube video of their movie trailers.

Work Product placement is added to the www.PitchYourWork.com website on a first come first serve basis.

Q: What can the author or screenwriter expect?

A: Exposure, Exposure, Exposure! Their work products will be displayed on three different web pages of the website, in a format that allows all those interested to contact them directly via their websites.

Q: Are all works posted completed or can you post a manuscript and/or screenplay?

A: All works do not need to be completed, however all works submitted should be either copyrighted with the Library of Congress and/or registered through WGA West. In addition, Cover Art is required in order to properly display the work product.

Q: Is there a fee?

A: Yes. \$60.00 for 6 months, if all files are submitted; or – \$85.00 for 6 months if we have to do the Audio recording of their written **“Pitch.”**

Q: How do you entice screenwriters and others to your site to view your offerings?

A: Through a pyramid of known networking connections, which consists of Authors, Screenwriters, Movie/TV Directors, Producers, Editors, and Agents.

Q: Do you have a happy-ending story you can share? What are some of the neat things that have happened for authors who posted their books at the site?

A: We are in the start up phase, however the website has been currently receiving an enormous number of hits in advance of any formal marketing. So, at this point, the authors currently appearing on the website have been receiving good exposure of their works. We do have a “Feedback” page where authors or writers can provide us their happy-ending stories, if they choose to do so.

Q: Please add anything you would like to share.

A: This website is perfect for the author who hates marketing! If you are one of those, don't make the mistake of thinking you don't need a “Pitch.” You do! In fact, the minute you start writing your book or screenplay, you should also be writing your “Pitch.”

As a reminder to all authors, do you know how many books were made into movies? Maybe yours will be the next blockbuster. Be ready for it with your “Pitch.”

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