

THE WRITER'S EDGE

READER PREVIEW



MASTERING THE ART OF THE SALES PITCH

BOOK 9

The Writer's Edge - 2027 Expanded Edition

*How Authors Explain Value, Create Interest, and Ask for the Next
Step*



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A selected preview from the complete book.

What This Book Will Do for You



Mastering the Art of the Sales Pitch is built around a simple truth: authors are not pitching only retail customers. They also explain value to bookstores, libraries, event organizers, media, reviewers, sponsors, schools, podcasters, book clubs, distributors, and potential partners - and each listener is making a different decision.

This book helps authors replace rambling, hype, and one-size-fits-all scripts with a repeatable system: know the audience, define the value, build the message, choose the right length, create proof, make the ask, prepare for questions, and follow up professionally.

The practical result is not a magical sentence that forces people to care. It is the ability to explain why a particular book may matter to a particular audience, adapt that message to the time and setting, and make the next useful action clear.

**THE STRONGEST PITCH SAYS THE RIGHT THING
FOR THE PERSON IN FRONT OF YOU - AND MAKES
THE NEXT STEP EASY.**

Selected From the Book



Master the 10-Second, 30-Second, and 2-Minute Versions

Pitch length should expand only when attention expands.

Authors often memorize one long pitch and deliver it regardless of context. That turns interest into endurance.

The 10-Second Pitch

Use this for quick introductions, crowded events, networking, or when someone asks, 'What's your book about?' It should identify category and hook. The objective is not to close a sale. It is to earn a follow-up question.

A useful formula is: 'It's a [genre/category] about [central tension or benefit], with [distinctive angle].'

The 30-Second Pitch

Add stakes, audience relevance, or proof. This is useful at festival tables, interviews, short networking conversations, and introductory meetings. Stop before the listener's attention tells you to stop.

The 2-Minute Pitch

Use the longer version only when invited. It can include origin, deeper value, market relevance, credentials, comparable positioning, or the specific partnership opportunity. Two minutes is enough to create shape without turning the pitch into a lecture.

Selected From the Book



Pitch Media, Podcasts, and Interviewers With a Story

Media outlets rarely need another message saying, 'I wrote a book.'

They need a reason their audience should care about a conversation now.

Pitch the Topic Before the Product

Identify the timely, local, cultural, professional, or human-interest angle connected to the book. The book gives you authority or a story source; the audience-facing topic gives the interviewer a program.

A strong media pitch might offer a question, controversy, trend, anniversary, event, or practical issue the author can discuss.

Make the Interview Easy to Imagine

Provide two or three possible discussion angles and a concise explanation of why you are qualified to speak on them. Include the book, but do not make the host invent the entire interview.

Prepare for the Question After the Pitch

If accepted, know how to move naturally from topic to book without turning every answer into a commercial. A good interview builds trust; the book mention should feel relevant rather than forced.

Try It Now



The Author Pitch Builder

Book title:

Primary audience:

Genre / category:

What the listener should understand first:

Central hook:

Primary reader value:

What makes this book distinct:

Strongest verified proof:

10-second pitch:

30-second pitch:

2-minute pitch:

Specific next-step ask:

THIS IS ONLY THE BEGINNING. MAKE THE NEXT STEP OBVIOUS



The complete Mastering the Art of the Sales Pitch shows how to adapt one clear core message for readers, bookstores, libraries, schools, community organizations, media, podcasts, festivals, signings, events, and other professional opportunities.

It takes you beyond the basic pitch into fiction and nonfiction positioning, social proof, questions and objections, specific asks, professional follow-up, AI-assisted rehearsal, reusable pitch systems, audience-specific preparation, and practical tools including the Author Pitch Builder, Audience-Specific Pitch Worksheet, 15-Point Pitch Audit, and Ten Pitches in Ten Minutes practice drill.

You do not need to say everything. You need to say enough for the right person to want what comes next.

MASTERING THE ART OF THE SALES PITCH

BOOK 9 OF THE WRITER'S EDGE

Practical Guides for Serious Writers

GET THE COMPLETE BOOK