IWOSC OC Satellite Meeting Notes May 6, 2015

Independent Writers of Southern California (IWOSC) [www.iwosc.org](http://www.iwosc.org)

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IWOSC NEWS

1. Agents panel: You can purchase the podcast on the IWOSC website.
2. IWOSC Reads Its Own: August 2

MEMBER NEWS AND UPDATES

1. TIPM: The independent Publishing Magazine, <http://www.theindependentpublishingmagazine.com>
2. WordPress update and experience

ELEVATOR PITCH

What is an elevator pitch?

1. Also referred to as a logline, it is one or two sentences that answer the question, “What is your story about?”
2. It molds the main character, plot and tension of a story into a catchy and interest-provoking package without revealing the conclusion. It’s the “hook.”
3. The goal of an elevator pitch is for the listener to respond, “Sounds fascinating. Tell me more!”

What do you use an elevator pitch for?

1. To hook anyone who expresses interest in your writing.
2. To pitch your story to editors, agents, or producers.
3. To start your blurb, or to help you focus the blurb.
4. For inspiration and direction during the writing process.

How to craft an elevator pitch:

1. Ask, What if? What if an evil wizard wanted to take over the world, and only one young, untrained boy could stop him? What if a candy-making genius wanted to find a kind-hearted heir for his empire?
2. Include the main character, what he seeks, and the obstacle he has to overcome to get it.
3. Keep it brief, about 30 words. Do not include names unless they’re well known (God, the Easter Bunny, Zeus). Don’t reveal major twists or the ending.

Other formulas:

1. To stop A, character B must do C, but D happens.
2. When A happens, character B must do C, but D happens.
3. Character A does something, but when B happens, he must do C.
4. Born with X, character A wants to do B, but C happens.