**CHAPTER 28 The Designer Gives the Client a Pitch**

**Summary**

This chapter is about the importance of pitching ideas as a designer. It is the designer who has made the game, so he is best placed to argue in favor of it. Game designers have to pitch at essentially every stage in game development (inception, modification to getting funding) but this chapter focuses on pitching to get funding as that is the highest pressure task.

In pitching, the ‘coolness’ of an idea doesn’t matter. It is all about how useful that idea is to the person who is being pitched to, and how well the pitcher can convince the to-be-funder. Both the potential funder and you have 3 layers of desire (discussed in Chapter 27), which must be kept in mind while power is negotiated.

The chapter then outlines 12 tips to follow for making a good pitch:

1. **Get in the door** 🡪 use networking to have more contacts in every company, because big companies don’t usually pay much attention to developers whom nobody knows.
2. **Show you are serious** 🡪 do the work to prove that your game will be successful AND show that work to the publishers. Just showing the idea and not trying it yourself will not work
3. **Be organized 🡪** it sends a message that you’re serious and saves embarrassment and stress
4. **Be passionate 🡪** your passion should be showing in your excitement and drive to get the game fully developed. Faking passion is not advised, though.
5. **Assume their point of view 🡪** learn about wants of the person you’re pitching to. Make it easier for him to pitch ahead to his superiors by providing auxiliary documents or handles for your game.
6. **Design the pitch 🡪** plan out how you will perfom your pitch in detail. The pitch should be as good as the game if the game is to be accepted.
7. **Know all the details 🡪** publishers will barrage you with questions so you should have this information at your fingertips: design details, schedule details, financial details and risks
8. **Exude confidence 🡪** body language, manner of speaking and handshakes should all display the fact that you’re confident and the right man for the job.
9. **Be flexible 🡪** anything can happen at pitches from shortening of allotted time to different demand of publisher.
10. **Rehearse 🡪** this will help improve confidence in the actual pitch. Also don’t pitch while showing the demo!
11. **Get them to own it 🡪** make them imagine that it was their idea.
12. **Follow up 🡪** don’t nag them though. Through an excuse, ask them over email or phone.

**Implementation**

As mentioned in chapter 27’s summary, we will be able to implement this when we step out into the real world and try to sell our game idea. At that point, all these tips will come in handy.

Even if that doesn’t happen, all these tips are very general and can work for any pitch! It’s all about displaying the self-confidence and being able to navigate any unexpected happenings.