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| **#** | **Tip** | **Description** |
| 1 | Get in the door | For this assignment let just assume you have made it in the door of the publisher. |
| 2 | Show You Are Serious | In many cases pitches may include a working prototype of game (I won’t expect this). You need to show you have thought about your market, target audience. |
| 3 | Be Organised | A publisher is going to see an organised designer as a “low-risk” designer and therefore is more likely to trust you. |
| 4 | Be Passionate | If you cannot be passionate about you own idea how can you expect anyone else to be! |
| 5 | Assume Their Point of View | Schell stresses the importance of listening to your audience and highlights the fact that no one likes to be “confronted with a hard and pushy salesperson”. Keep in mind that the person\people you are pitching to may have see lots of other pitches, so you need to get straight to the point. He further highlights that even if they like your pitch they will probably have to try to convince others (in their company) to get behind it. He suggests you can make it easier for them to do this by:   * **Start by stating your platform (PC, PS4, Switch, etc.), audience and genre (FPS, RPG, etc.):** Novice designers often want to keep people in suspense building up to a big reveal. Shell suggests this is a big mistake highlighting if they are trying to figure out what kind of game it is, they are not listening to you talk. * **Do not begin by telling a story:** Schellstrongly argues that you should focus on highlighting the fantasy the game will fulfil, as opposed telling them some “legendary backstory” of faraway land. * **Give you idea “handles”:** Provide short phrases that summarise the idea: “It’s a bowling RPG!”, “It’s Nintendogs, with a whole zoo!”. * **Show, don’t tell:** Shell recommends that if you have an early working prototype demo that. Even better show a video that highlights best features of it. If you don’t have that create a slide of what it is like to play the game. * **Make it easy for them to pitch:** You will rarely be pitching to someone who can independently make a final decision. Create a pitch that speaks for itself, which don’t require to be in the room giving a song and dance to be compelling. |
| 6 | Design the Pitch | Your pitch should be accessible, have surprises, have a good interest curve (a hook, a build, tense and release, a climax). It should have good aesthetic design, favouring images over words whenever possible. Your pitch should be elegant, focusing primarily on what is unique about your game, why it will succeed against the competition, and why it is a good pitch for the person you are pitching it to. You should think through every moment of the entire pitch. When will you introduce the team\other presenters? Etc. |
| 7 | Know All the Details | During the pitch there may be |
| 8 | Exude Confidence | While it can be difficult (unless you have a lot of practice or are naturally very confident) you need to be confident (not arrogant) in the game idea you are pitching. If not it is difficult for those that you are pitching it to be |
| 9 | Be Flexible | In some real-world cases publishers may change time/date of presentation and even the length of time that you are given to deliver it. You must try you best to remain unfazed and work as best you can in the situation. Game development can be turbulent and unpredictable so flexibility at the pitch level demonstrates that you may be adaptable to later turbulence during development. |
| 10 | Rehearse | Practice really does make perfect! There is nothing worse that when a presenter seems surprised by a slide that appears on screen or confused about its contents. Delivery of the pitch is as crucial as the slides you put on screen and this can only be honed through rehearsal. |
| 11 | Get Them to Own It | Wherever possible engage with the audience. This can help them get a sense of ownership on the game you are pitching and help |
| 12 | Follow Up | In the real-world scenario, it can often be useful to follow-up after delivering a pitch. Sometimes this can be as simple as emailing them to say thank you for being given the opportunity of pitching. In other case it may be to enquire as to their decision to fund or not fund. Taking note that you need to ensure not to badger them immediately after walking out the door of a pitch session |

Table 1: Summary of 12 Tips for Pitching as outlined by Jesse Schell in his book "The Art of Game Design - A Book of Lenses"