# Pitch: Title - make it sound like a bestseller

**Subtitle - summarize the promise & scope of the course so customers will want to dive in straight away**

| Pitched by | Name of staff member (and author if appropriate) |
|---|---|
| DDPD | Give a target pub date, with reason |

## Summary

- **Write this last.** Summarize the whole pitch in less than 100 words / 5 bullets
- Typically: 1 bullet for topic, 1 bullet for why this topic, 1 bullet for customer and problem, 1 bullet for solution, 1 bullet for author
- If you can't make a basic case in 100 words or less the concept is probably too complicated

## Topic

- Explain briefly what the course is about. Explain all words/phrases in the title.

## Why this topic?

- Give a strong, simple reasons why Packt & author should invest in this
- Show that lots of people want/need information on this topic, using trends/numbers
- Show that this sort of thing can *sell*
- Link to sources, but summarize your learning from the source right here
- Abandon the idea quickly if the supporting evidence is weak, and try something else

## Target customer

- Who wants to learn the topic most? Share key facts / observations about your target customer
- Tell us who they are, what they do for a living
- Tell us **why** they are interested in the topic, what they want to do with it
- Tell us what relevant topics they already know
- You can't target everyone. Use this section to identify and describe your CORE customer

## Their problem

- Define the problem that you're going to help the customer solve, or the goal that you're going to help them achieve
- Explain why it's serious and must be solved/done, and the consequences of not solving/doing it

- Prefer "3am problems" -- things they can't stop thinking about or that wake them up in a cold sweat

## Our solution

- State the key attributes of our course, starting with most important
- Commit to solving the problem and giving the customer *exactly* what they want
- Give enough detail for an an author and editorial team to build it
- Avoid anything that might lead them down the wrong path
- State specifically how this course will help solve the problems you have identified above. Break it down into manageable bits. A solution for every problem and more.

## Risk mitigation

- **List what could go wrong** and what we can do about it
- **One risk to each bullet**, with a solution

## Author

- If we have an author -- show that they understand the **topic**, the **customer**, their **problem**, and how to **solve** it. Link to their profile.
- If we don't have an author -- define the requirements of an author for this course

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## Guidelines for completing this

- **Make it scannable.** Use bullets. Make the most important stuff stand out.
- **Use the plainest English possible.** This takes effort!
- **Target the board.** Non technical, commercial and market focused. Will it sell, will it get 5-star reviews, will it win new loyal customers to Packt?
- **Keep it concise.** Write in short sentences, short bullets, short words.
- **Edit it.** Delete weasel words. Switch long words for short ones. Make every character count.
- **We can't fix a problem by adding to it.** If the pitch isn't working, figure out why not and REMOVE that part. Only add detail to a pitch that is strong.
- **Think customer first.** Creating the perfect course for our customer beats finding the perfect customer for our course. (The perfect customer won't exist.)
- **Iterate.** Regularly go back and improve earlier parts of the pitch. Especially the title and subtitle.
- **Every bullet should make one point.** This will help your pitch communicate clearly and without ambiguity.
- **Make it good.** You are defining a product here that should help thousands of well paid professionals. Make it look like it. Win investment through a quality pitch.
- **Above all: Your goal is a great product, not a great pitch.**