# General Comic Book Pitch Layout
## by Christina "Steenz" Stewart

A general guideline for pitches for comics should look like this:

I. CONCEPT/LOGLINE
   a. This should be between 3 - 6 sentences summarizing what your story is. Think of this as the elevator pitch!

II. INTENDED AUDIENCE/DEMOGRAPHIC
   a. A book's demographic and age range informs everything else about it! Let the editor/publisher know for whom you see this book being. And if you're on the fence, include that note. Also, include a proposed page count as well as possible trim size.

III. SYNOPSIS
   a. This is the fuller outline of the story. Typically an editor will look at this before looking at the more in-depth breakdown to see if it's worth their time.
   b. Usually about 1-1.5 pages in paragraph format.

IV. ARC/ISSUE BREAKDOWN
   a. Here is where you get into the nitty-gritty. This section should include story beats, character development, and if you're working on a single issue series, the breakdown of what happens in each issue.
   b. If you want this to be an ongoing series, pitch it as a mini with a 5 or 6 issue arc and include the description that you have more stories so if it can be an ongoing series, you're ready for it.
   c. If this is going to be an OGN, include whether it's one book or a series of three. Typically, you'll want to start with one, but if your heart is set on it being three books, make sure it's clear in your pitch that that's what you want.

V. CHARACTER DESIGNS

VI. SAMPLE SCRIPT
   a. These should be between 15-30 pages of script. If you want it to be an OGN, then I recommend 30 pages. If you're doing a single issue series, I recommend doing a full issue of the script.
   b. Note that if you're pitching this OGN to a traditional publisher, you MAY need to write a longer manuscript up to half the book.

VII. SAMPLE ART
   a. 5-15 pages of sample art should do. If it's an OGN, lean more towards more pages than fewer. This should look as close to the final art as possible. So if you want the book to be in full color, your sample art needs to be in full color.

VIII. AUTHOR BIOS/LETTER OF INTENT
   a. Include a short bio as well as a sort of "letter of intent". Why are you making this book? What makes you the perfect person to tell this story? Give the editor/publisher a reason to want to put this book on the shelves! Also, make sure your bio includes any awards, accolades, follower counts… anything to make you look like you'd be a draw for a large audience.

**For more information on Steenz, visit: www.oheysteenz.com**
**For more information on the Comic-Con Museum, visit: https://www.comic-con.org/museum**