

Pitch Perfect
KEYWORDS WORKSHEET

Keywords can help you talk naturally and effectively about your story during a pitch.

PLACEMENT WORDS help categorize your story. They have a strong relationship to genre and should include the names of subgenres. They help a reader/listener to mentally “place” your story in a group or category that’s familiar.

CONCEPT WORDS pertain to the concepts in your story. They reflect the topics and flavor of your story and give an indication of what your book is about.

EXAMPLES – PLACEMENT WORDS

Urban fantasy
Cozy mystery
Battle-hardened marine
Coming-of-age tale
Trickster
Absentminded professor
Spicy romance
A "politically corrected" fairy tale
Steampunk

EXAMPLES – CONCEPT WORDS

Sentient robots
Extortion
Star-crossed lovers
Fountain of youth
Near-death experience
Telepathy
Reincarnation
Sibling rivalry
Betrayal

PLACEMENT WORD BRAINSTORMING

CONCEPT WORD BRAINSTORMING
