

Pitch Like a Pro
KEYWORDS WORKSHEET

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
A Southern voice
State-of-the-art technology
Poetic or lyrical
A "politically corrected" fairy tale
Steampunk

EXAMPLES – CONCEPT WORDS

Native American mythology
Extortion
Ancient magic
Journey of enlightenment
Near-death experience
Time travel
Reincarnation
Sibling rivalry
Betrayal

PLACEMENT WORD BRAINSTORMING

CONCEPT WORD BRAINSTORMING
