**THE APPOINTMENT**

***By Tim Shoemaker***

**8 REASONABLE GOALS for an APPOINTMENT**

**1. To see if *YOUR IDEA or WRITING is of INTEREST to OTHERS* . . .**

**2. That they’d get a *SENSE of WHO YOU ARE* . . .**

**3. That they’d get a *GOOD IMPRESSION* of you as a person . . .**

**4. That they’d *SEE YOUR PASSION* . . .**

**5. That they’d see how *YOU’RE A GOOD ONE TO WRITE ABOUT* it . . .**

**6. That you’d *GET IDEAS on HOW TO IMPROVE your WRITING* . . .**

**7. That you’d learn what your *NEXT STEPS should be* . . .**

**8. That they’d *INVITE YOU to SEND A PROPOSAL*—if you’re ready for that . . .**

**4 WAYS TO PREP FOR THE APPOINTMENT**

***1. Research the person* you’re having an appointment with . . .**

***2. Print up business cards* . . .**

***3. Practice your pitch* . . .**

***4. Pray About it . . .***

**15 REMINDERS & TIPS FOR A BETTER APPOINTMENT**

***1. BRUSH YOUR TEETH . . .***

***2. BE EARLY*. . .**

***3. DON’T HOVER* . . .**

***4. WHEN the APPOINTMENT AHEAD OF YOU GOES LATE . . .***

***5. REMIND YOURSELF before the appointment . . .***

***6. BE MINDFUL OF THEIR COMFORT ZONE . . .***

***7. WOMEN . . . if you’re meeting with a man . . .***

***8. MEN . . . if you’re meeting with a woman . . .***

***9. SMILE & INTRODUCE YOURSELF . . .***

***10. GIVE THEM A SENSE OF WHO YOU ARE . . . heart, passion, platform . . .***

***11. If you have a PROJECT, GIVE THEM your PITCH . . . but* don’t be PUSHY . . .**

***12. FOLLOW THEIR LEAD . . .***

***13. REACTING TO ADVICE OR INPUT THEY MAY GIVE . . . listen, don’t argue . . .***

***14. ASK TO SEND A PROPOSAL IF APPROPRIATE . . .***

***15. WATCH THE CLOCK DURING YOUR APPOINTMENT . . .***

**APPOINTMENT FOLLOW-UP**

***If there is no manuscript to send, no proposal to send …* SEND A “THANKS” …**

**Subject line:**

***“Thanks for the appointment at the Florida Christian Writers Conference”***

**Give them a reminder of who you are . . .**

**Thank them for meeting with you . . .**

***Wish them the best* & that you hope to meet them again sometime.**

***IF THERE IS a MANUSCRIPT or PROPOSAL to SEND . . .***

**If sending via email . . .**

**Subject line:**

**“*Requested* proposal from *Florida Christian Writers Conference* ”**

**Start the email like before . . .**

***Remind them of their invitation to send a proposal* & *what the project was about.***

***ANATOMY of a PITCH***

**A SHORT, *CAREFULLY CRAFTED SUMMARY* …**

***The PURPOSE is NOT SIMPLY TO SUMMARIZE …* BUT TO *CATCH THEIR ATTENTION* & TO GET THEM INTERESTED in your project.**

**The ELEVATOR PITCH . . .**

***Short enough* to share on an elevator ride.**

**Preface it *by mentioning the TITLE and the GENRE.***

*“The title is \_\_\_\_\_\_\_\_\_\_\_, and it’s a contemporary suspense for middle grade readers.”*

**The pitch is *one line—or two* . . . ideally *25 WORDS or less* . . . 10 seconds . . .**

***Your pitch should . . .***

-BE *COMPELLING*. GRIPPING. *INTRIGING.*

-*HOOK the INTEREST* of the person you’re talking to.

-MAKE them *WANT TO HEAR MORE.*

*-MAKE THEM WANT TO READ THAT BOOK!!*

-*HELP them SEE THE POTENTIAL for audience appeal*

*-If pitching FICTION, it should reveal the MAIN CONFLICT,*

*the PRIMARY TROUBLE your main character will face*

*Thanks for attending the workshop! REMEMBER … GOD can make the contract happen at just the right time—even if you don’t feel you did well at the appointment. He is in control.* **–Tim Shoemaker www.timshoemaker.com**