



## **“Meet the Finalists” Elevator Pitch – Instructions**

### **UPLOAD LINK:**

<https://www.dropbox.com/request/Vn1XcQ8a9A7YxqKZNJ3H>

### **OPENING STATEMENT**

*We ask all finalists to begin with a 1-2 sentence establishing statement which fits this general format – though you do not have to follow this mold verbatim.*

- “Hello! My name is [NAME] and I am a finalist for the 2026 Minnesota Book Award in [Category] for my book [TITLE], published by [PUBLISHER/IMPRINT].”

### **ABOUT YOU**

*Before launching in with your “elevator pitch” focused on your finalist book, please share a little about your personal and/or professional background a little more generally. Keep this section under a minute. Consider mentioning:*

- Where you’re from (“I live in Maplewood,” “I’m a transplant to the Twin Cities, originally from Duluth.”)
- Past books you have published (“I’ve authored six books prior to this one,” “I was a previous Minnesota Book Award finalist in [YEAR] for the book [TITLE],” “I write a mix of middle grade and YA fiction and am working on the manuscript for a family memoir.”)
- Current or past ‘day jobs’ you hold in addition to writing (“I moonlight as an author but am a trained and working EMT,” “I was a teacher for ten years before turning my attention to writing full time.”)
- Where to follow / find out more about you (“You can find me on Instagram and TikTok at ABC,” “I have a website and blog at XYZ.”)

## **ABOUT THE BOOK**

*Please spend between 1 (min.) and 3 (max.) minutes introducing viewers/readers to your Minnesota Book Award finalist title. As a guiding principle, envision trying to sway an audience unfamiliar with your work to read this book and structure your time accordingly. If applicable, consider mentioning:*

- Brief plot synopsis and/or “story hook” primed to leave the viewer/listener hungry for more (“No one had previously written a full-length biography on Gov. Elmer L. Andersen, but he was one of the most influential and remarkable statesmen in Minnesota history,” “Reviewers have described my latest mystery as a whodunnit worthy of Agatha Christie.”)
- What kind of reader will enjoy this book (“My spin on contemporary romance is popular with readers of Tessa Bailey and Abby Jimenez,” “I hope is to offer a roadmap to hope for other families navigating a similar medical diagnosis.”)
- Behind-the-scenes glimpse of writing strategies, publishing journey, or research resources (“I spent a full week combing the stacks at XYZ university to learn all I could for this biography,” “I’ve been working on this book on and off for nearly a decade.”)
- Any unique or interesting points – *as judged by you!* – not addressed by the above