

THE AGENCY BOOK.

**FROM IDEA TO
PUBLISHED IN
6 MONTHS.**

16 years at Saatchi & Saatchi
7 at 2 Internet Start Ups
9 at citrus
3 at Peter Levitan & Co.

peterlevitan.com

**FROM IDEA TO
PUBLISHED IN
6 MONTHS.**

Really?

CONTENT RATED

B

BULLSHIT

NOT.

**I'VE
DONE IT
TWICE.**

TRUMAN DOCTRINE NATO MCCARTHY
KOREAN WAR HYDROGEN BOMB PLAYBOY
MAGAZINE AFL-CIO ELVIS PRESLEY

BOOMERCIDE

INTERSTATE HIGHWAY ACT SPUTNIK BIRTH
CONTROL PILL BOB DYLAN BERLIN WALL
CUBAN MISSILE CRISIS BERLIN WALL
KING, JR. VIETNAM JOHN F. KENNEDY
FREEDOM SUMMER CIVIL RIGHTS ACT
BARRY GOLDWATER MEDICARE MEDICAID
FOOD STAMPS VOTING RIGHTS ACT
MALCOLM X UNSAFE AT ANY SPEED
BLACK POWER LSD SUMMER OF LOVE TET
OFFENSIVE ROBERT KENNEDY RICHARD
NIXON MOON LANDING WOODSTOCK
EARTH DAY KENT STATE UNIVERSITY MASH
EQUAL RIGHTS AMENDMENT UNFUNDING
KNEE ENDANGERED SPECIES ROE V.
WADE WATERGATE APPLE II THREE MILE
ISLAND 401(K) RONALD REAGAN WAR ON
DRUGS AIDS IRAN-CONTRACTS CHALLENGER
INDIAN GAMING END OF COLD WAR
GULF WAR NAFTA INTERNET GEORGE W.
BUSH SEPTEMBER 11 OCTOBER 2001
AFGHANISTAN IRAQ GLOBAL WARMING
BARACK OBAMA GLOBAL CLIMATE CHANGE

From Woodstock to Suicide



Peter Levitan

THE LEVITAN PITCH

How To Dramatically Improve Your Pitch Odds
Find The Winning Angle Via Pitch Deconstruction
Interviews With Clients, Agency Leaders & Experts
Worst Pitch Ever For The Global Adidas Account
The Art Of Delivering WOW's, BHAGs & Chutzpah
The 12 Pitch Killing Mistakes Every Agency Makes
Budgets, Creative Briefs, Timetables & Checklists
How To Build Insights & Smarter Case Histories
Experienced Search Consultants Deliver The Truth
How To Make LinkedIn Your Agency's Best Friend
Best Presenters Only How To Manage Your People
New Presentation Tools Owning The Room KISS
Creating Theater Role Playing Storytelling Hooks
The Leave Behind Follow Ups Staying In Touch
The Good, Bad & Ugly Of Too Many Rehearsals
Making Personal Chemistry Your Secret Weapon
The Best Way To Say Thanks After You've Won

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www.peterlevitan.com



THE LEVITAN PITCH. BUY THIS BOOK. WIN MORE PITCHES.

PETER LEVITAN

PORTLANDIA PRESS

THE LEVITAN PITCH

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Peter Levitan

FEEL BETTER?

**HERE'S YOUR
AGENCY'S HOW TO.**

Agency Means: All marketing communications companies

Book Means: eBook, POD, Audio Book & Hard Cover

Idea Means: I want to write a book about...

6 Months Means: 6 Months

How Agencies Win New Clients

Reputation

Size

Positioning

Location(s)

Specialization

Chemistry

Creativity

Culture

That's Nice But, There Are...

10,000 agencies in the world

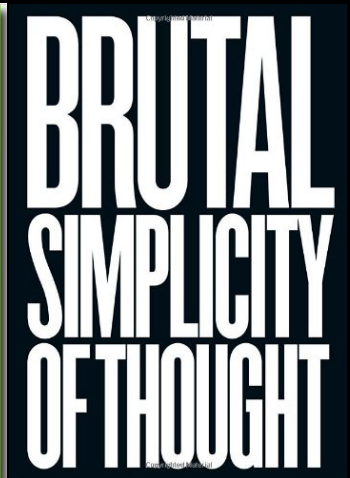
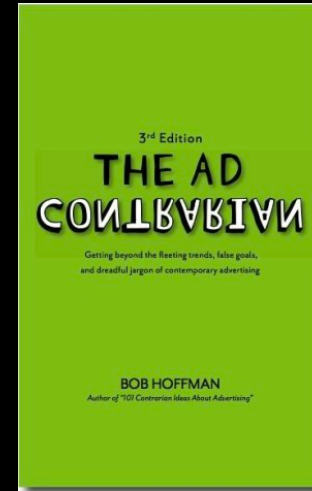
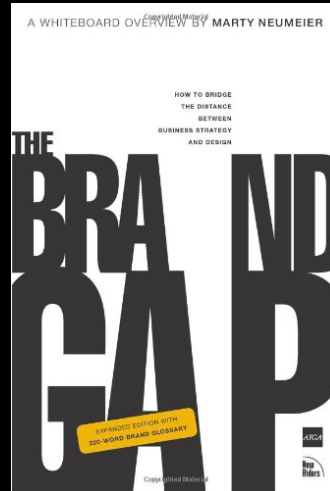
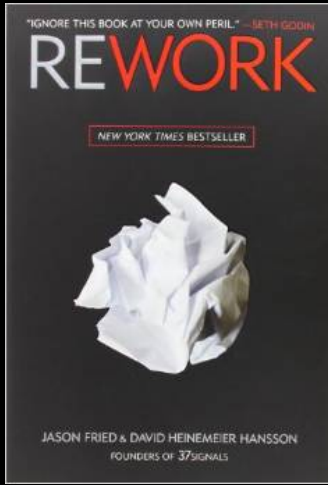
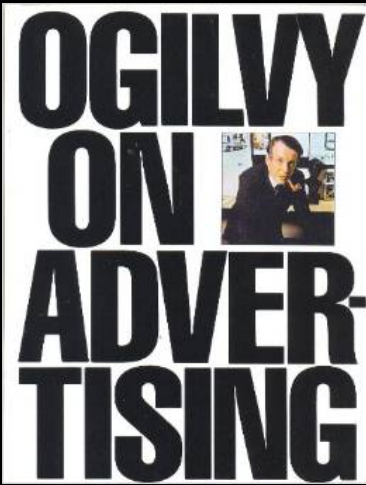
4,000 in the USA

(Dozens down the block)

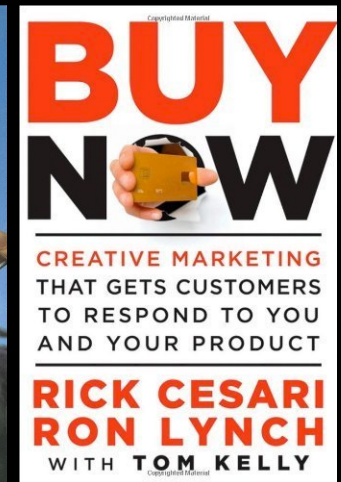
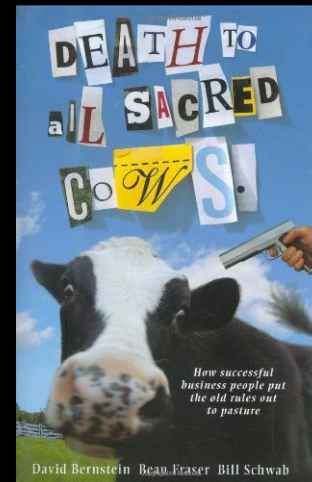
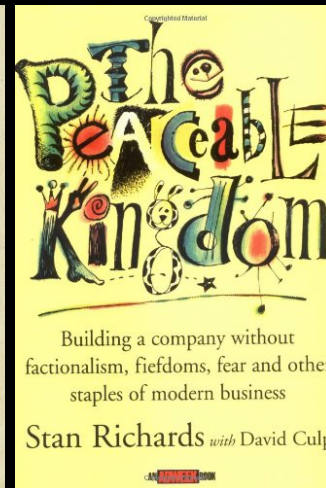
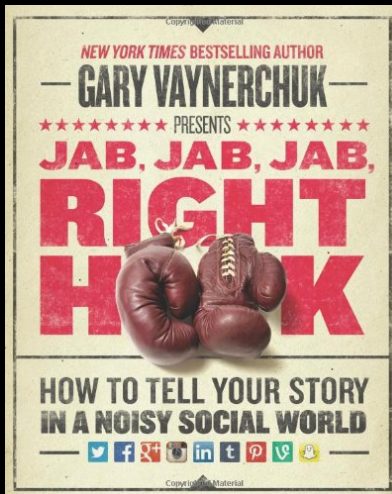
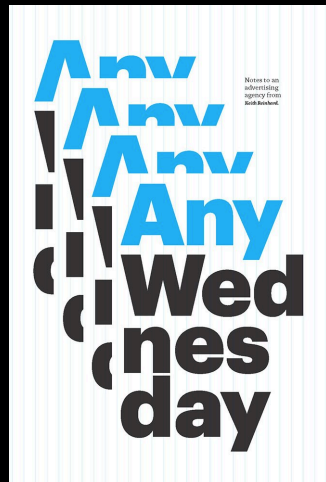
HOW TO STAND OUT?

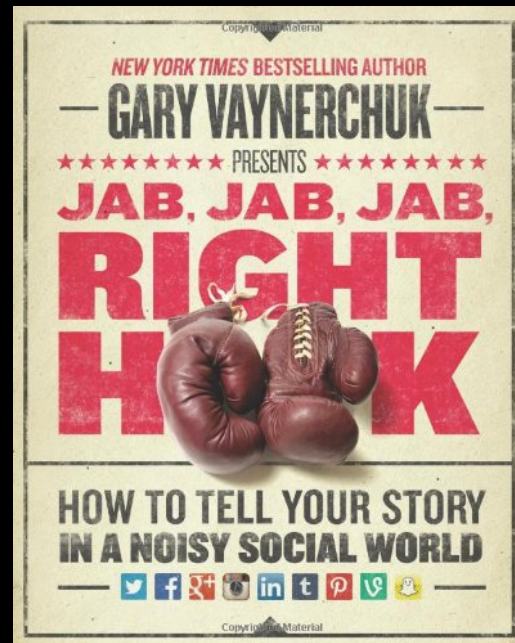
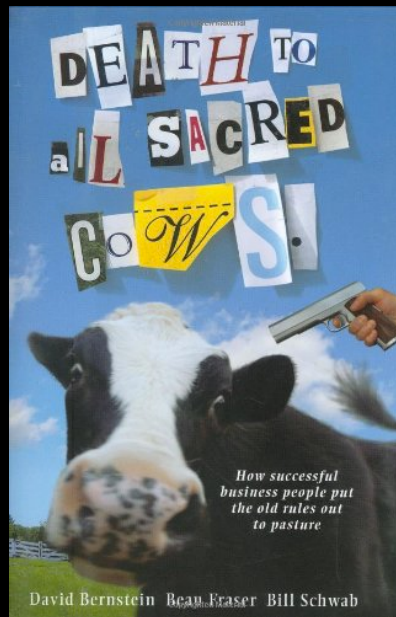
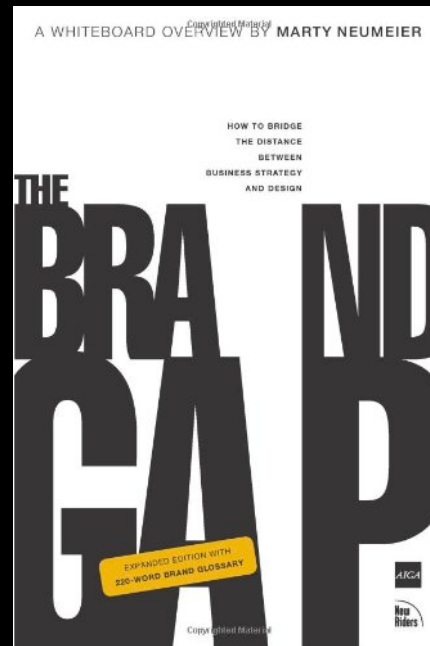
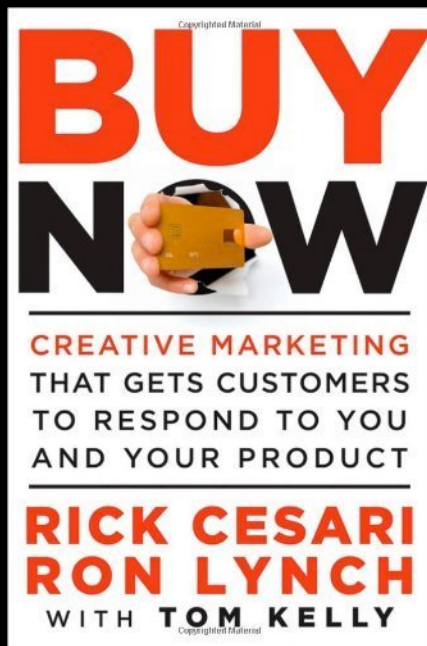
HOW TO STAND OUT?

WRITE A BOOK.

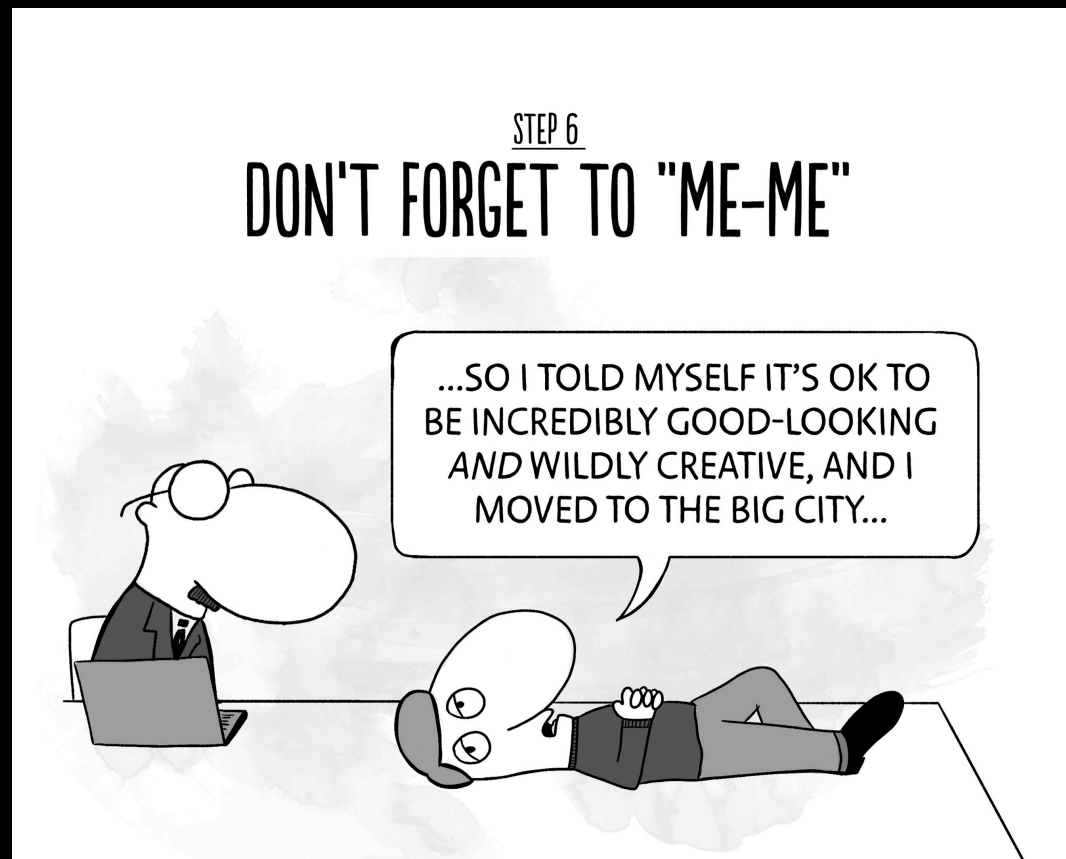


IT WORKS





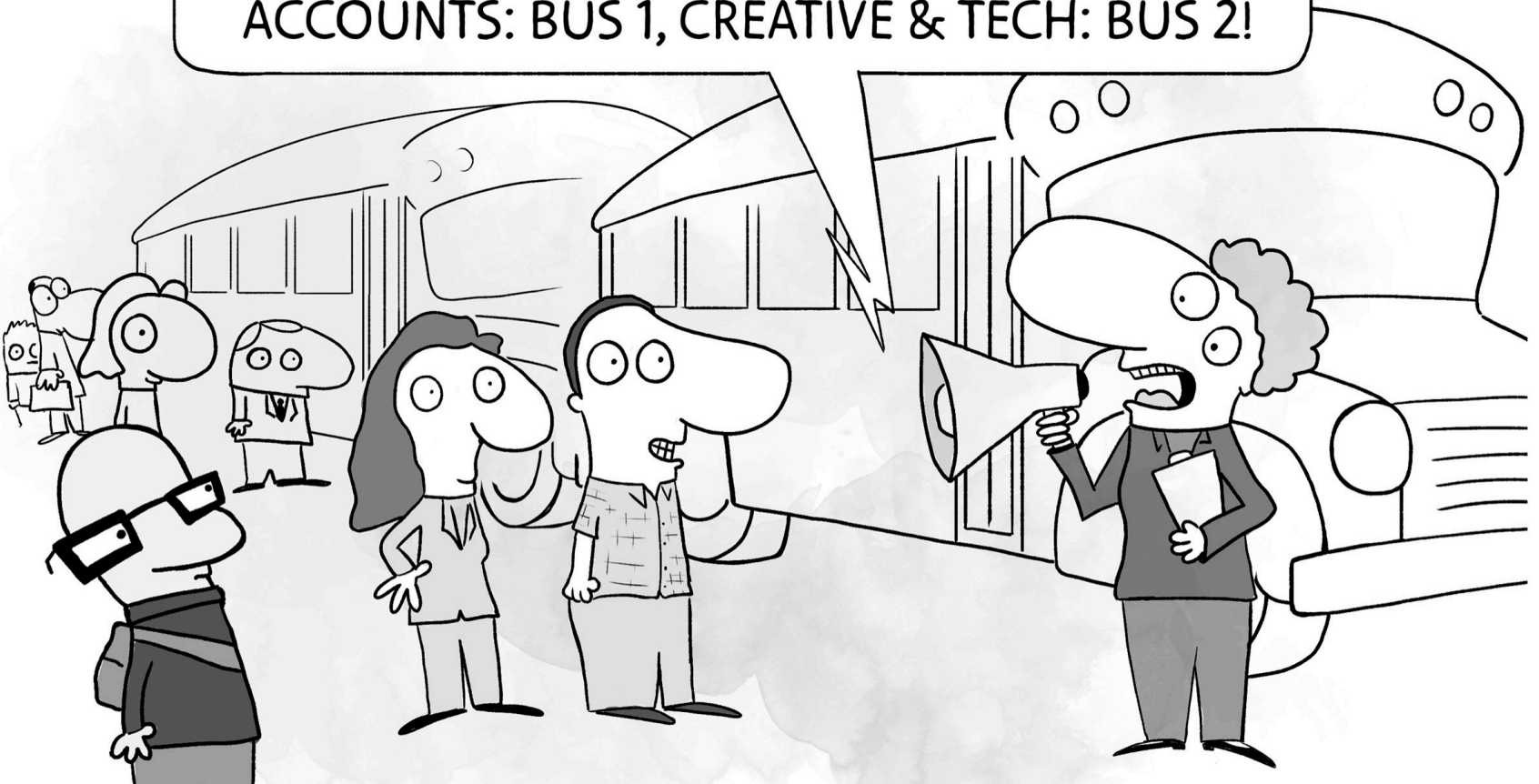
Contrary To My Book's Advice About *Presentation* Mistakes, I Am Gonna Talk About ME Not You



STEP 4

LOAD THE ROOM WITH AGENCY STAFF

HURRY, PEOPLE. PITCH IS IN 1 HOUR.
ACCOUNTS: BUS 1, CREATIVE & TECH: BUS 2!



THE LEVITAN PITCH

**BUY
THIS
BOOK.**

**WIN
MORE
PITCHES.**

Peter Levitan

1. I Established Clear Objectives

I want to grow my agency client base by adding outbound marketing to my successful inbound programs

I want more content to repurpose

2. I Established *My* Audience

It's you...

Agency CEO's and managers that
want to improve their business
development success rate

3. I Picked A Relevant Subject

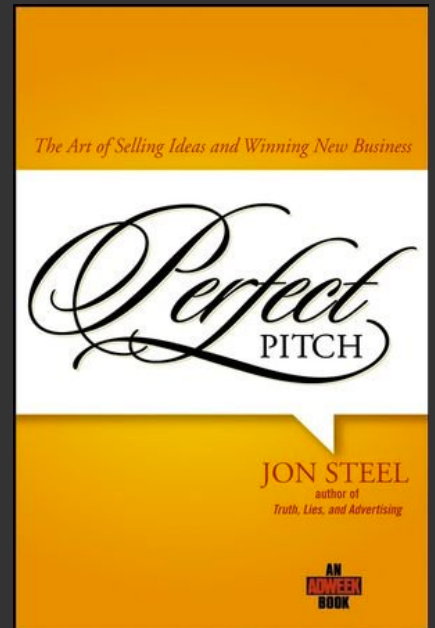
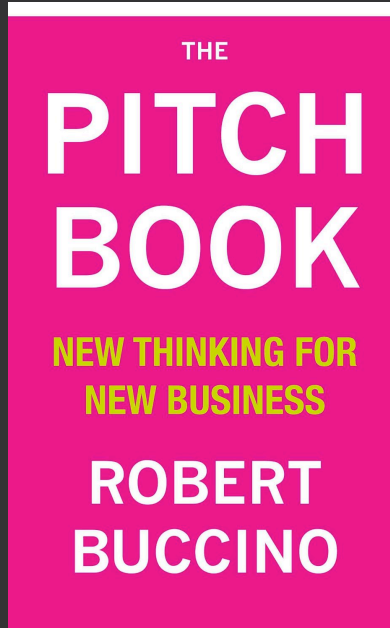
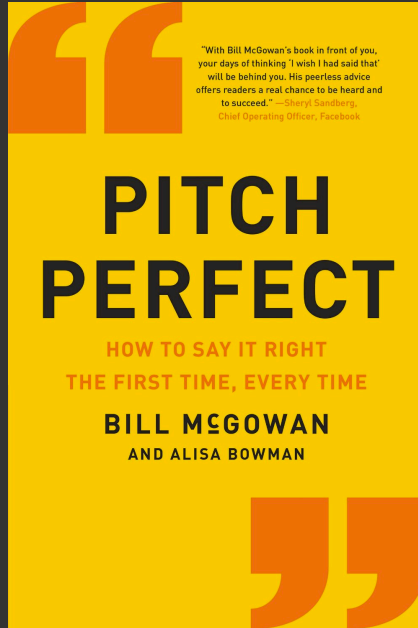
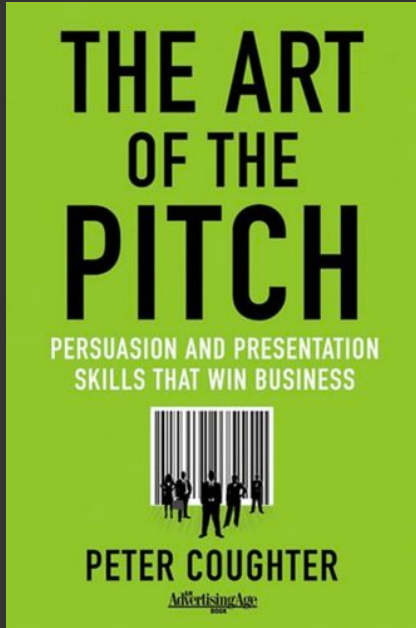
How to win more pitches

4. I Add Value

People buy business books for a reason – they want value

Be smart. But, I didn't have to completely *reinvent the wheel*

Recognize that I have competition...
That's an understatement!



LOL

5. I Have A Brilliant Title & Angle

~~Pitch Perfect~~

~~The Art of Pitching~~

THE LEVITAN PITCH.
BUY THIS BOOK.
WIN MORE PITCHES.



**WIN MORE PITCHES.
AN OFFER *YOU* CAN'T REFUSE**

6. I Just Started Writing

Writing is a muscle, work it

Create an outline - it will evolve

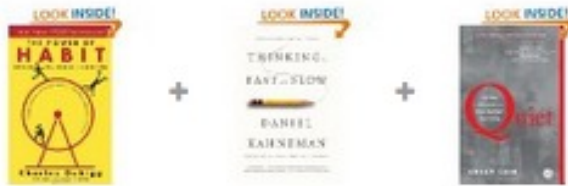
Do your research: Go to Google, bookstores & Amazon

Talk with your contacts & readers

7. I Designed The Cover For Digital

Think small. Think mobile first.

Frequently Bought Together



Price for all three: **\$28.72**

Add all three to Cart

Add all three to Wish List

[Show availability and shipping details](#)



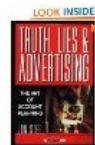
The Art of the Pitch:
Persuasion and ...
▶ Peter Coughter
★★★★★ (26)
Hardcover
\$20.51



The Marketing Agency
Blueprint: The ...
▶ Paul Roetzer
★★★★★ (44)
Hardcover
\$20.81



How To Write An Inspired
Creative Brief
Howard Ibach
★★★★★ (6)
Paperback
\$12.34



Truth, Lies, and
Advertising: The Art ...
▶ Jon Steel
★★★★★ (40)
Hardcover
\$32.16



The Win Without Pitching
Manifesto
▶ Blair Enns
★★★★★ (29)
Hardcover
\$19.63

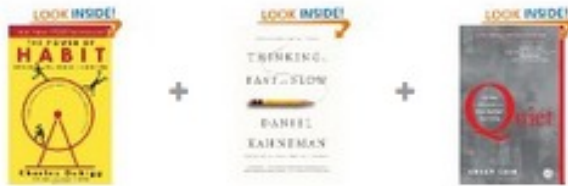


Ogilvy on Advertising
▶ David Ogilvy
★★★★★ (176)
Paperback
\$18.34

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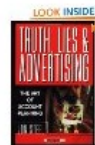
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YOU MUST STAND OUT

8. I Got Experts To Edit

Agency friends reviewed early drafts

A content editor reviewed subject matter and sentence structure

A copy editor helped with style, formatting & those pesky comas

8. I Reviewed Publication & Distribution Options

I decided to go all digital

Why Digital?

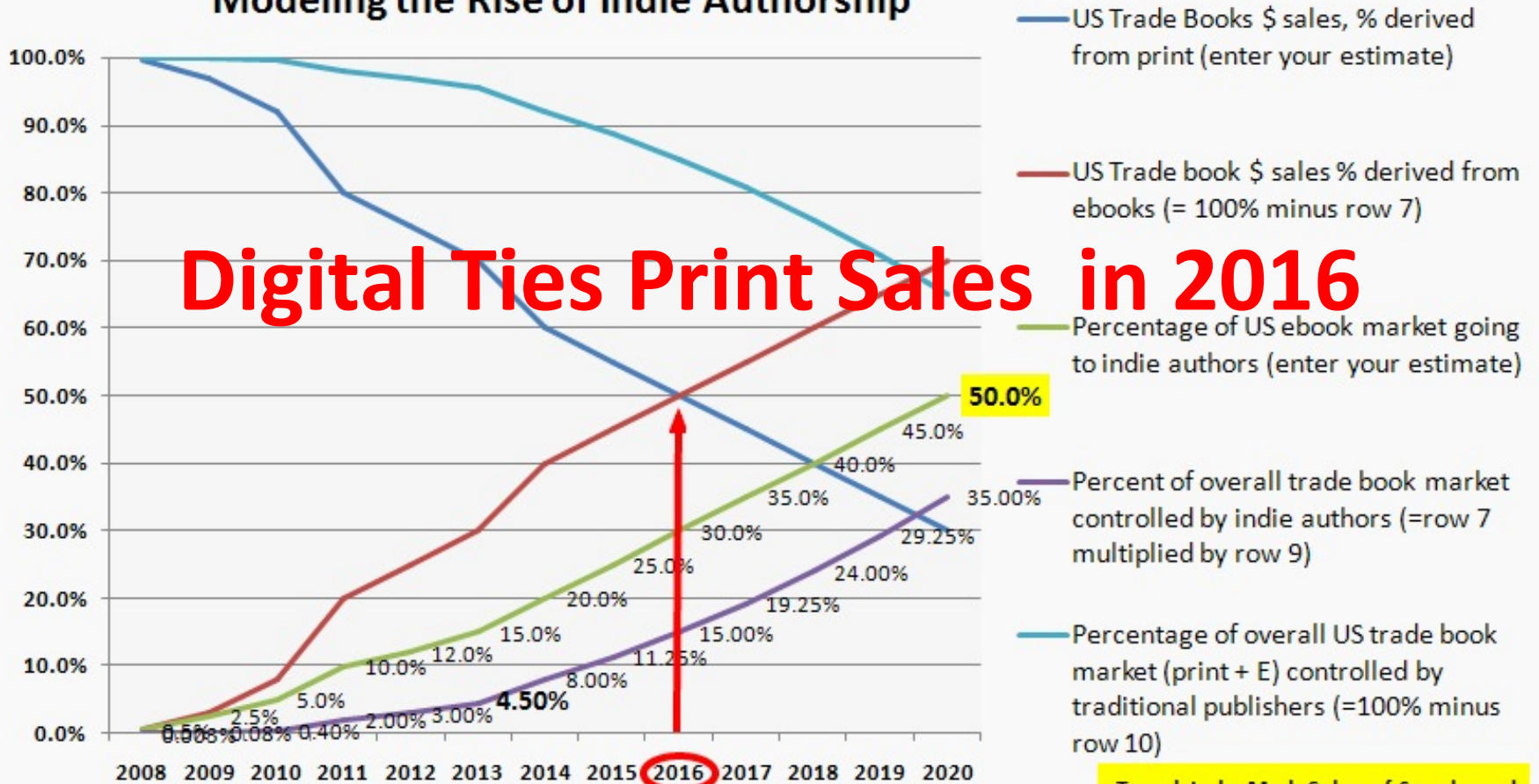
Pros:

Broad distribution: eBook,
paperback & audio book

Speed to market + personal control

Works for my tech savvy market

Modeling the Rise of Indie Authorship



Template by Mark Coker of Smashwords

Why Digital?

Cons:

Reduced gravitas – still not as credible as a traditional publisher

No hardcover

Limited bookstore distribution

8. Publication & Distribution

Published using CreateSpace, KDP, ePUB, iTunes Producer and ACX

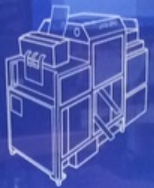
Oh, and... there's the instant gratification Espresso machine



THINGS
ARE ON
THE MOVE

What Can the Espresso Book Machine Do?

- Print your self-published book
- Reprint millions of hard-to-find books
- Create personalized blank books, journals, day planners, and more



ESPRESSO TAKES 30 MINUTES

8. My Marketing

Look good on Amazon, etc.

Alert my industry friends & ask for reviews

Stimulate my book's 30 expert interviewees to hype the book

8. My Marketing

Drive awareness via my database of 3,500 ad agency execs

Alert my 1K+ 1st degree LinkedIn connections & 681,536 LinkedIn Group members

Excite 2,000+ Twitter Followers, PL newsletter subs and Google+

8. My Marketing

Guest post on sites like Agency Post (i.e. HubSpot)

Work PR – publications / blogs

Speak at industry events (like today)

And, I've got freebees for y'all...

8. My Marketing

Free chapters & micro eBooks

50+ blog posts c/o the book

SlideShare presentations

Posters of the cartoons

8. My Marketing

Publish LinkedIn Updates, etc.

Lots' O Tweets

Webinars (offer pitch critiques?)

White papers & articles

OK, Enough About Me

**Here's Your Agency's Path
To Getting Published**

Nail Your Objectives

Agency Awareness	Mucho Content
Brand Distinction	Event Marketing
Expert Positioning	Socialness
Credibility	Physical Branding

Feel Good

Write For Your Audience

Current clients

Prospective clients

Partners

Staff & future employees

Trade press

Sneezers

Use Your Agency's Free Juice

Use your own writers

Art directors & designers

Production team

Digital team

Use your marketing chops

Go all digital

Use Content Multipliers

Every expert at the agency is a *writer*

Repurpose existing blog content

Outsource if necessary

Add art

Use Content Multipliers

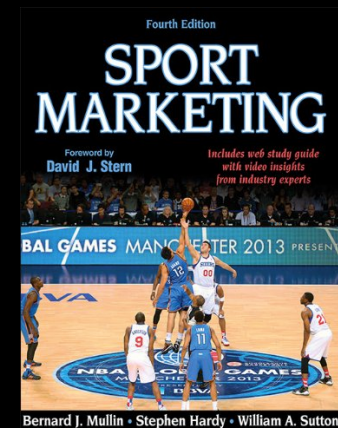
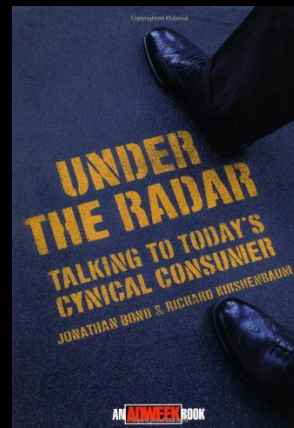
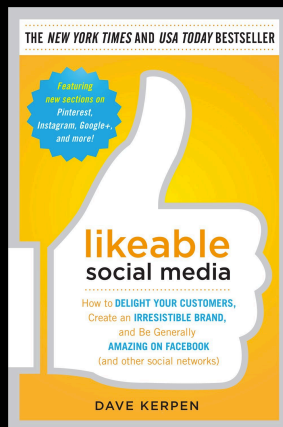
Bulk up with **expert** interviews...
they make up about 1/2 of my book

Lots Of Potential Subjects

Write a *How To* book

Pontificate on marketing strategy

Go expert in a client category



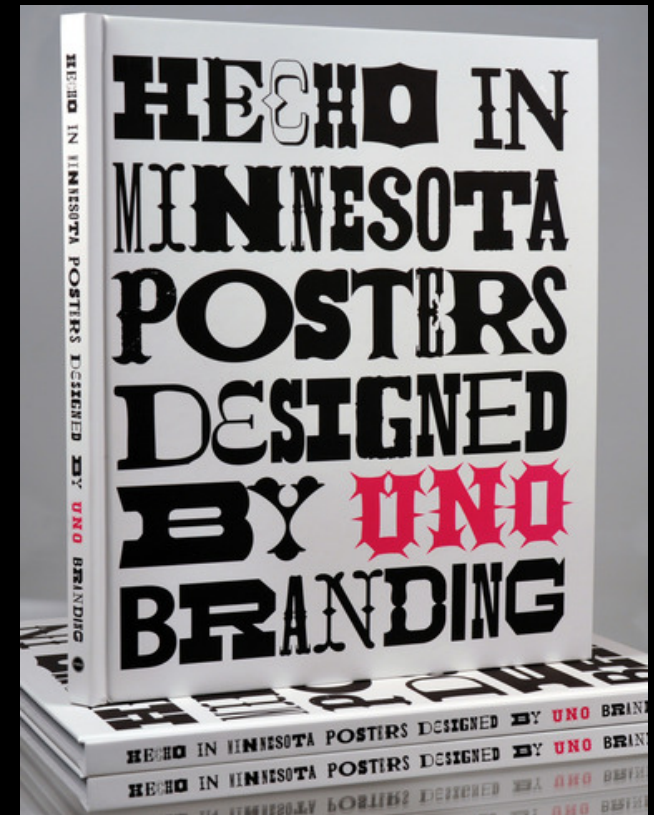
Lots Of Potential Subjects



Lots Of Potential Subjects

Define creativity

Act local



Yes...Your Agency Can Go From Idea To Published In 6 Months

1. Have a business objective
2. Select a target market
3. Add value
4. Use agency resources

Yes...Your Agency Can Go From Idea To Published In 6 Months

5. Use content multipliers

6. Go digital

7. Manage the book like a client job

Thanks.

peter@peterlevitan.com

PeterLevitan



