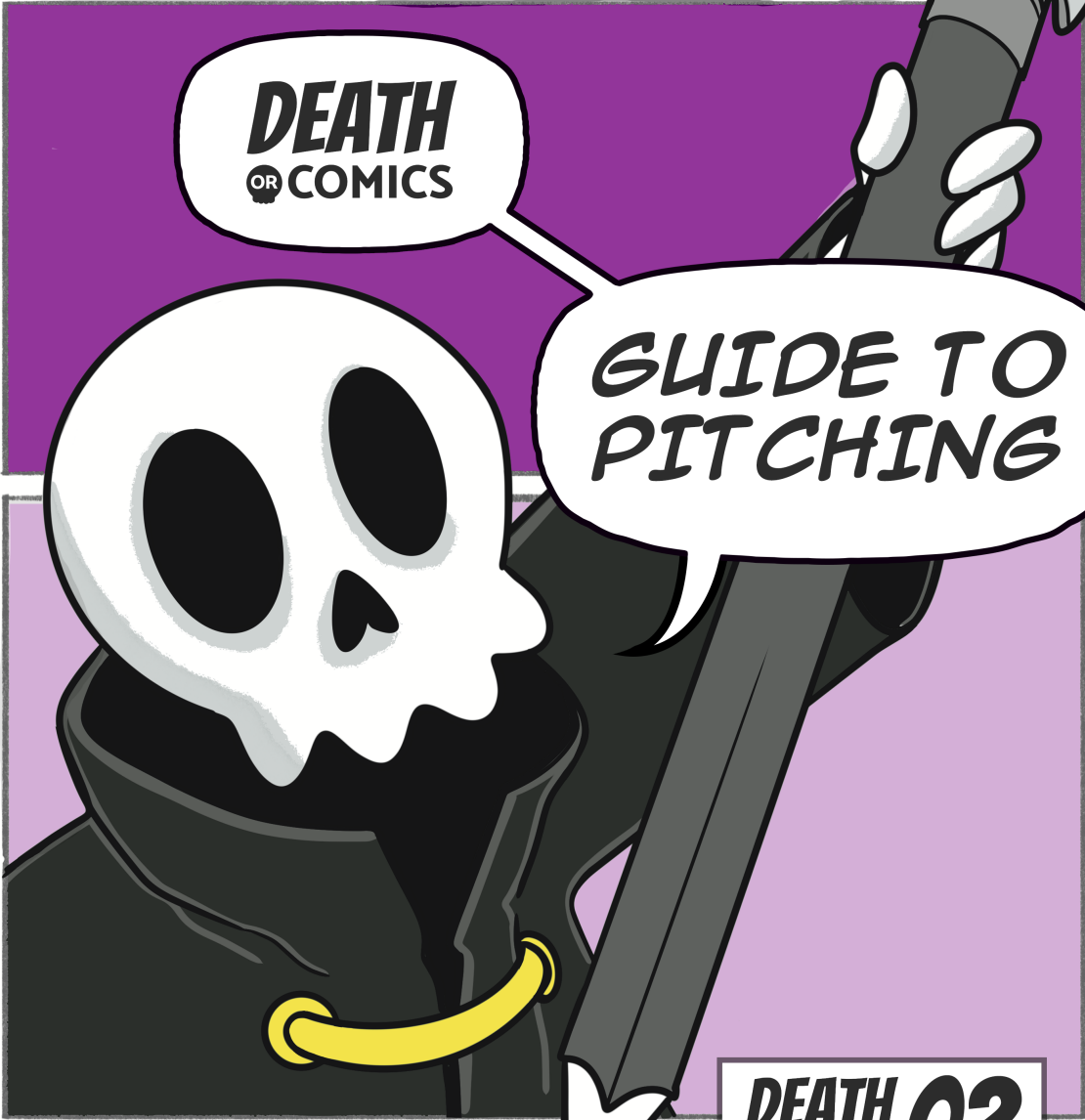


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DEATH
OR COMICS

**GUIDE TO
PITCHING**



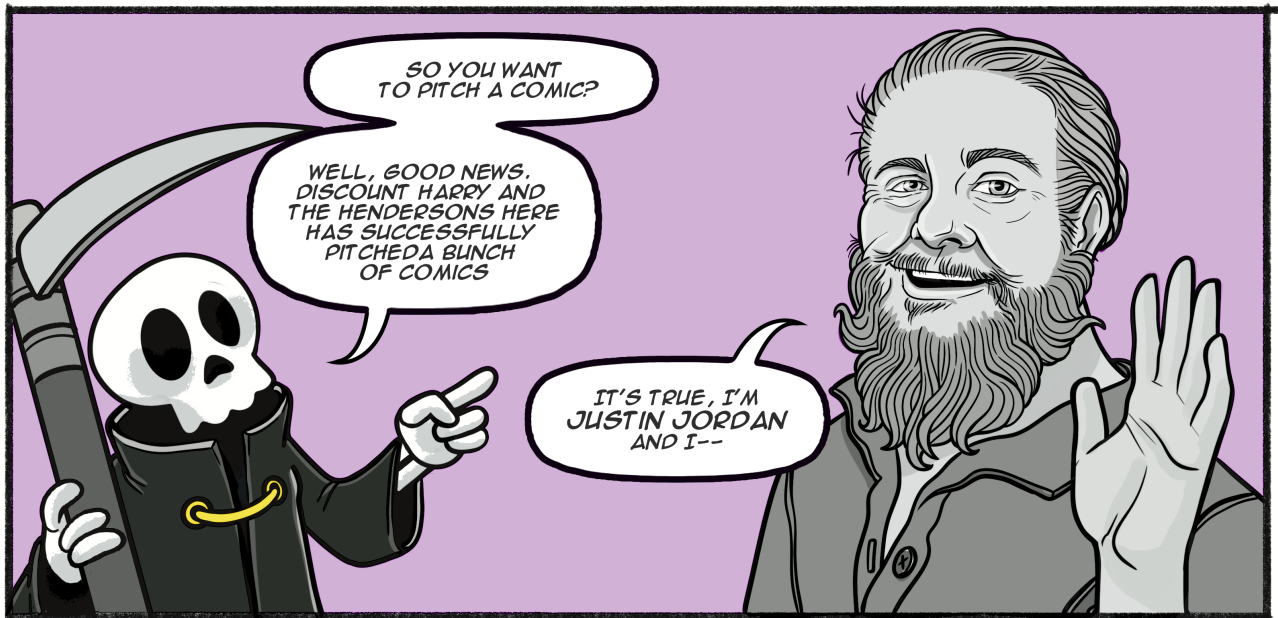
DEATH
OR COMICS **02**

JAN 2026



STARRING BOB AS HIMSELF
WRITTEN BY JUSTIN JORDAN
ART BY ALLY CAT
EDITING BY AXSDENY
BEARD WRANGLING BY
MYSTERY BOY

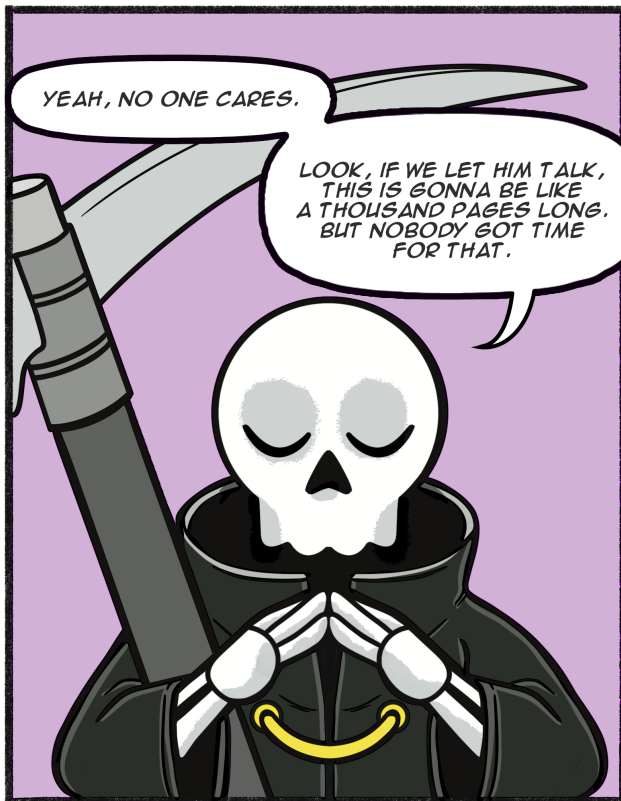
A DEATH OR COMICS PRODUCTION
WWW.DEATHORCOMICS.COM



SO YOU WANT TO PITCH A COMIC?

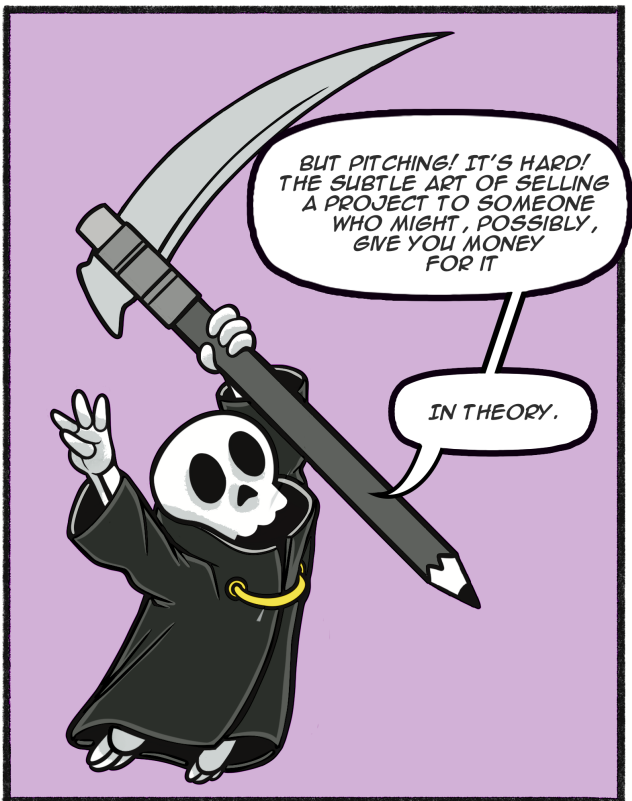
WELL, GOOD NEWS. DISCOUNT HARRY AND THE HENDERSONS HERE HAS SUCCESSFULLY PITCHED A BUNCH OF COMICS

IT'S TRUE, I'M JUSTIN JORDAN AND I--



YEAH, NO ONE CARES.

LOOK, IF WE LET HIM TALK, THIS IS GONNA BE LIKE A THOUSAND PAGES LONG. BUT NOBODY GOT TIME FOR THAT.



BUT PITCHING! IT'S HARD! THE SUBTLE ART OF SELLING A PROJECT TO SOMEONE WHO MIGHT, POSSIBLY, GIVE YOU MONEY FOR IT

IN THEORY.



BUT WE HAVE A SOLUTION.

ONE SENTENCE,
ONE PARAGRAPH,
ONCE PAGE.

WHAT THAT MEANS IS THAT YOU SHOULD BE ABLE TO SUM UP YOUR STORY IN ONE SENTENCE, ONE PARAGRAPH AND ONE PAGE.



BUT FIRST WE SHOULD TALK ABOUT WHAT A PITCH IS, BECAUSE A LOT OF PEOPLE GET THAT WRONG.

A PITCH IS FUNDAMENTALLY A SALES DOCUMENT, BUT IT'S NOT JUST THAT. IT ALSO NEEDS TO TELL THE PUBLISHER WHAT THE PROJECT IS.



I'M TALKING ABOUT THAT, BECAUSE PEOPLE SEEM TO GET PITCHES WRONG IN TWO WAYS.

ONE WAY IS TO GO ALL SALES DOCUMENT, TRYING TO GET THE PUBLISHER TO REACH OUT AND SAY 'TELL ME MORE'.


SAD TO SAY, THEY AIN'T GONNA.



THE OTHER WAY IS THAT PEOPLE SWING ALL THE WAY THE OTHER DIRECTION, BASICALLY A WIKIPEDIA ENTRY, ALL TELL AND NO SELL.

ALSO NOT GONNA WORK.





SO WHAT YOU'RE GONNA DO IS CREATE A DOCUMENT THAT DOES BOTH. ALWAYS REMEMBER THAT WHILE YOU NEED TO SELL, THE PUBLISHER ALSO NEEDS TO KNOW WHAT YOU'RE SELLING.



THE WAY TO DO THIS IS TO START WITH THE COOL THING.


WHAT IS THE COOL THING?



MAN, I DON'T KNOW. IT'S YOUR COMIC.

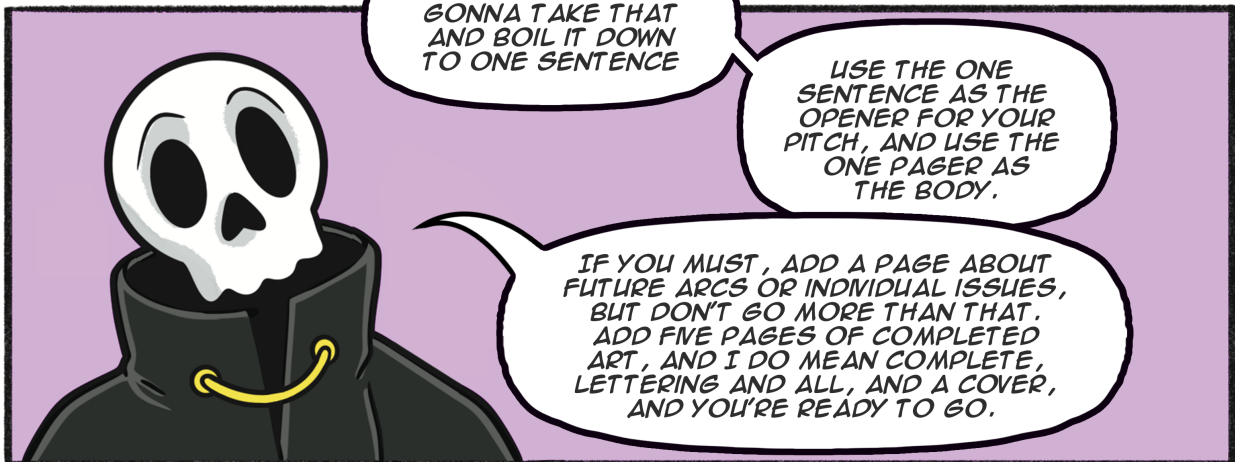
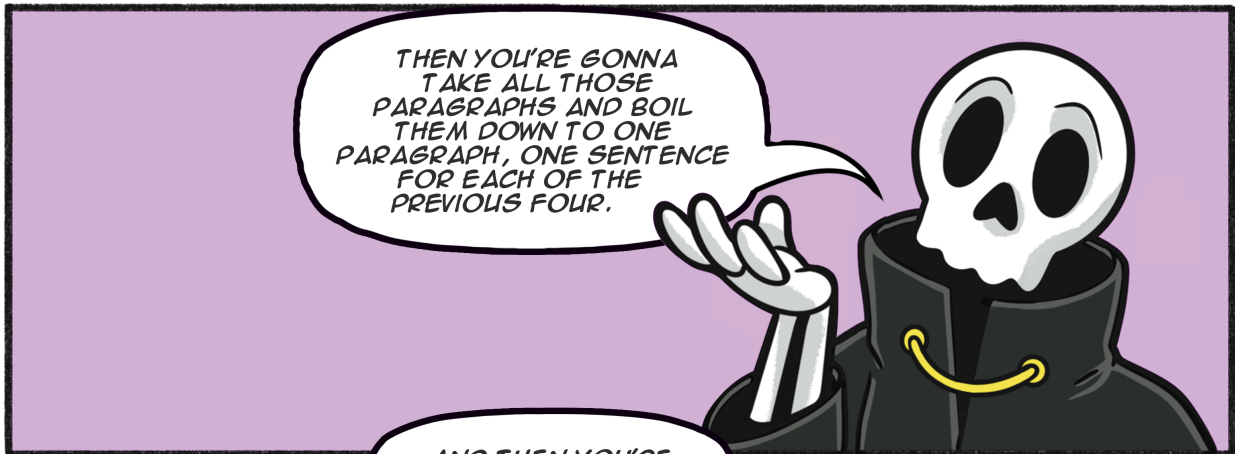
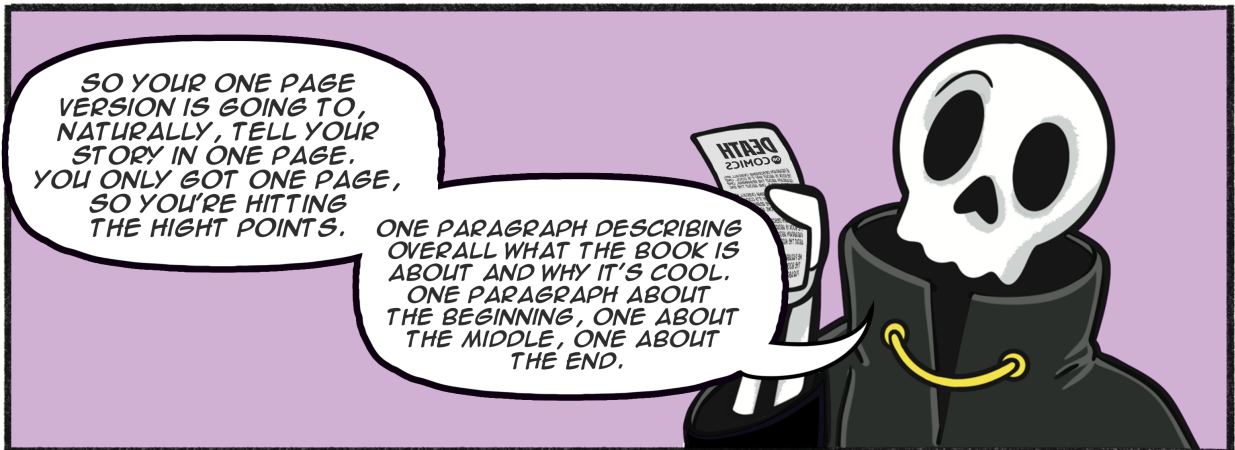
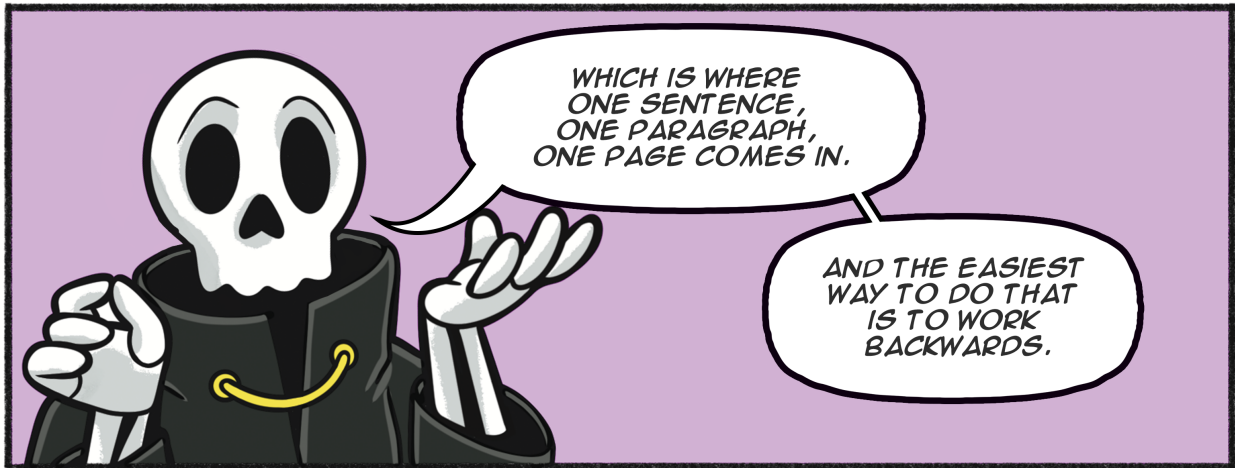
BUT I CAN TELL YOU HOW TO FIND IT.

IT'S THE THING THAT MADE YOU WANT TO MAKE THE DAMN COMIC TO BEGIN WITH.



ONCE YOU GOT THAT, YOU'RE GONNA NEED TO TELL A STORY THAT SHOWS THAT TO THE READER.

AND SINCE THE READER IS THE PUBLISHER, YOU WANT THE WHOLE STORY.



ANYWAY, IF YOU DO WANT TO HEAR, OR I GUESS, READ WHAT THE APE AT THE BEGINNING HAS TO SAY ON THE SUBJECT IN WAY, WAY MORE DETAIL, SCAN THIS DOOHICKEY AND WE'LL SEND YOU THE QUICKSTART GUIDE TO PITCHING COMICS AND LOTS OF COOL STUFF.



DEATH OR COMICS

WAIT, DID YOU JUST SKIP TO THE BACK? ALRIGHT CAPTAIN IMPATIENT HERE'S THE TLDR: A PITCH NEEDS TO SELL AND TELL.

FIGURE OUT WHAT THE COOL THING WAS THAT MADE YOU WANT TO DO THE COMIC, AND THEN TELL THE STORY IN ABOUT A PAGE, TELLING THE WHOLE ASS THING.

THERE, YOU'RE WELCOME, BUT READ THE COMIC ANYWAY.

