

Pitching Via Zoom

Session 3

What is a full pitch
And
When do you use one?

Parts of a Pitch - Recap

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Part Six: Next Steps. Do not leave if you don't know what happens next.

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Soon!

Pitching a Feature Film

Visuals









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This is the first half of the second act, BUT DO NOT TELL THEM THAT. Never break them out of the story by signaling where we are. You are enrapturing them, don't break the enchantment.

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10. Epilogue. What is the new normal?

Each of these is a
segment.

How do you say it
with pictures?













Pitching a Television Series

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If it's in a world they need to get their head around, you **MUST** do this.
It's optional if it's in the here and now.

Pitching a Television Series

Let them know you're not going to pitch the whole pilot.

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What is the story of the pilot?

- * Teaser
- * Broad strokes
- * How does it launch the series?

Pitching a Television Series

Characters:

- * Who are your main characters?
- * What do they want?
- * How are they in conflict with each other (and themselves)?
- * What secrets are they hiding?

Pitching a Television Series

Story lines/Episode Ideas and the arc of the season.

You need to create the impression that there is a lot of story to tell – that the show has “legs.”

Without telling every little detail, give a broad sense of larger storylines, major complications, and how solving one problem only brings on an even bigger one.

Pitching a Television Series

Put it all together:

- ❖ Logline
- ❖ Teaser for the pilot
- ❖ Broad strokes
- ❖ How it launches the series
- ❖ Characters and their secrets
- ❖ A couple of individual episodes
- ❖ Arc of the first season
- ❖ Take Q&A

Pitching a Television Series

Television requires an unsolvable problem.

The **BIG UNSOLVABLE PROBLEM** has little, solvable problems every episode.

The end of the first season is about fulfilling the promise of the pilot, but launching into a **NEW, RELATED** problem for the second season.

Ideally, fulfilling the promise of your pilot causes complications that will play out later.

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is with a logline
for a project that
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What do you do well?
How does a current project
show that off?

