

Pitch2Script



7 Elements for a perfect pitch

Got a great idea you want to take to the networks? Be sure your pitch has these seven elements in order to be given serious consideration by network or producer.

- 1 Smile! : Sounds crazy, right? You're sweating buckets, your entire life depends on this one moment! The best thing to do is relax and remember whoever you're pitching to is only human. Be friendly, talk about any common interests. Here's the key concept to cling to – they want you to be good just as much as you do. They want your pitch to be the one that makes their mark on TV history, so they are on your side... until you give them a reason not to be by being boring or unprepared.
- 2 Why you?: What's your personal connection to the story? Everyone wants to hear the story behind the pitch. Are you pitching your own life story, a la "The Goldbergs"? Did a loved one's abuse of drugs inspire you to pitch a series about a drug addict? Basically, tell why you are passionate about this series.
- 3 Why now?: You're asking a network to put a lot of money in this project, so convince them there's an audience for it. Using the drug addict example, do some research to be able to address how many people drug abuse affects. If you're pitching a story about an angel, be able to say how many people believe in angels. Be cautious if your big play is to say it follows a current trend, such as time travel shows. Trends come and go, but passions last forever.
- 4 A Great Cold Open: Having a great cold open can save your ass and practically sell the show for you. Getting the network or studio intrigued from the very

opening can help you smooth over other obstacles or shortcomings your pitch may have.

- 5 Characters: Leave yourself plenty of time to talk about the characters who populate the world of your series. In general, buyers buy shows about characters they love or love to hate, not ones they don't clearly understand or worse are indifferent about.
- 6 A complete story: Tell what happens in your pilot episode. Will a typical episode of your series include an A and B story? Will there be laughs? Will there be romance? Whatever elements make your series special and unique, show those elements in the pilot episode! Don't tell the audience what will happen and hope they believe you, show them in undeniable details.
- 7 A strong finish: Even if the details between the cold open and the ending get a little fuzzy, be sure the last scene you talk about is so compelling they want to hear more. And then be prepared to give them more in terms of future episodes or character/story arcs.