

Pitching Via Zoom

Session 2



You don't have to be great at
Pitching.

You just have to be able to do it.

Your Logline is Your True North



Building the Elevator Pitch,

Or:

"Tell me more..."

Reminder: What Do You Say Next?

1. Single most important thing they need to hear. Usually, it is ONE of the following:
 1. Is it based on a true story?
 2. Is it set in a world not here and now?
 3. Is there a key piece of information I need to know that I likely won't know?
2. Main character and who they are/how they are dissatisfied at the start of the piece.
3. Primary complication. The new situation that shakes up our hero's life.
4. The main character's primary arc, who they will need to become or what they need to do in order to save the day.
5. Your connection to the material. AND/OR
6. At heart, this is a piece about...

Have An Ask!

Say what it is at this moment: a treatment, a completed script, a short, a sizzle reel...

If they show interest, ASK:

Would you like to take a look?

When do you pitch what?

Logline: ALL THE TIME

- Full pitches always start with a logline.
- Elevator pitches always start with a logline.
- “So what are you up to” is answered with a logline
- For Thanksgiving with family, loglines are super useful

The best way to answer
“What do you do?”
is with a logline
for a project that
lights you up.

Parts of a Pitch

Part One: Chatting

Research is your friend!

- The company: what is their mandate, what have they made, what is the “feel” of their movies or shows, is there an actor attached or one they like to work with? What do they NEED?
- The person: what projects have they been part of, where did they go to college, who do you know who might know them? You are always looking for what you have in common.

What fun thing have you done recently that shows you off in a way you’d like to be seen?

PRO TIP: Have something visible that can spark an interesting conversation.

Part Two: Logline

Set them up to hear the story you have to tell.

Pause for a second to give it a chance to sink in and also a moment for them to stop you if they have to. If they don't stop you, move on.

Part Three: Single Most Important Thing

The first thing you need to know is...

You want them to be in the right headspace to hear your story.

Part Four: Share the Story

More on this next week. It is different for features and TV, but the rest of the pitch is the same.

Part Five: Q&A

Let them get their hands dirty.

Let them play with your idea.

It's not about being right, it's about developing a shared vision.

The more it becomes “our” project, the more likely it is to get made.

Part Six: Next Steps

The meeting is not over until you know what happens next.

Resources Online: How to write a one-pager

<https://www.la-screenwriter.com/2014/04/04/mastering-the-one-page-synopsis/>

<https://writeandco.com/one-page-screenplay-synopsis/>

Note: Links are also on the Class Resources page at

<https://www.PitchingPerfectly.com/class-resources>