

SESSION 4: Marketing Materials, Pitches, Agents, Managers, & Entertainment Attorneys, oh my

1. Marketing materials you need.

- 1) **Logline:** Leo Partible's Formula: Protagonist + Conflict + Bad idea (in response to conflict) + a twist.

- 2) **1 – 2 page Pitch page:** Great template on Stage 32: Click Script Services>Frequently Asked Questions> look for Pitch Template. Download.

- 3) **1 – 2 page Synopsis:** Single spaced. Present tense.

- 4) **Treatment:** Like a synopsis in publishing. Up to 10 pages. Doubled spaced. Present tense.

- 5) **TV Series Bible** (Link in Resources)

- 6) **Pitch Deck** (Link in Resources)

- 7) **Screenplay** (More in session 5.)

- 8) **Your published book:** IP = Intellectual Property

2. Pitches & How to behave “in the room.”

Stage32.com > Script Services > Pitch Sessions \$35

In the room: Let them lead. Know your story. Know your “why.”

3. Agents, Managers, and Entertainment attorneys, oh my.

Literary Agents:

- Not your publishing agent. This is what they’re called in FILM. They rep Writers.
- Expect your screenplays to be ready to pitch.
- Work for a percentage.

Managers:

- More coaching.
- Help you grow your career.
- Work for a percentage.

Entertainment Attorneys:

- Some will pitch for you.
- You hire and pay them – usually a retainer.
- Will also read your contracts and protect you.

Resources:

- Pitch template on Stage32.com: Click Script Services>Frequently Asked Questions> look for Pitch Template. Download.
- TV series Bible: <https://bang2write.com/2009/07/how-to-write-tv-series-bible.html>
- Pitch Deck: see for Stranger Things:
http://www.zen134237.zen.co.uk/Stranger_Things/Stranger_Things_-_Bible.pdf