



A Hitchhiker's Guide to Pitching

Even though every story is unique, here are some general rules to follow when pitching:

1. Introduce yourself and give a brief explanation of your personal connection to the story. This will help the exec connect with you and the project.
2. Give the basic info: Title, Genre, Format, Logline, and Tonal Comps.
 - a. For Tonal Comps, you want to pick movies or TV shows that are relatively recent and that are a good representation of the feel and tone of your project. Not necessarily the plot.
3. Give us some background on the Characters.
 - a. You should absolutely talk about your Protagonist and Antagonist for both Features & TV.
 - b. For TV, consider adding one or two other Series Regulars. Don't spend as long on them as the Protagonist, but give us an idea of how you plan to populate the world.
4. Give us a Synopsis of the plot, but don't go into every little detail or subplot.
 - a. For Features, tell the main story beats to create the spine of the movie.
 - b. For TV, tell the main story beats and illustrate why we begin the show at this moment.
 - i. After the pilot synopsis, time permitting, spend some time discussing either sample episodes or the arc for season one to show that this idea has legs as a TV show.
5. At the end of the pitch, it's often a good idea to touch back on the themes of the movie/show and reiterate what you're trying to say.
6. Thank the exec for their time and answer any questions they might have.
 - a. Some questions an exec may ask are:
 - i. What inspired you to write this? (if you didn't address this at the beginning)
 - ii. Who do you see as the main character?
 - iii. What other projects do you have? (prepare 30-second elevator pitches for this)