

CONTENTS

ACKNOWLEDGMENTS	xiii
INTRODUCTION	xvii
• The 60-Second Pitch	xvii
• The Cardinal Rule of Pitching	xix
• The Primary Objective of All Story	xx
• The 8 Steps to a Powerful Pitch	xxi
• Caveats, Disclaimers, and Excuses	xxiii
PART I: PREPARATION	
Chapter 1: THE 10 KEY COMPONENTS OF A COMMERCIAL STORY	1
• Hero	1
• Empathy	2
• Setup	4
• Opportunity	5
• Outer Motivation	6
• Conflict	8
• Character Arc	8
• Issues	10
• Antecedents	10
• Passion	12
Chapter 2: DESIGNING YOUR PITCH	13
• Selecting Your Key Story Components	13
• Opening Strong	15
• Accolades	17
• The Power of “ <i>What if...?</i> ”	18
• Dropping In Antecedents	21
• Adding Details	22
• Pitching True Stories	23
• Mistakes, Blunders, and Bad Advice	24

Chapter 3: PRACTICE	29
• Trial Runs	29
• A Shameless Plug	31
Chapter 4: TARGETING YOUR BUYERS	33
• Contacts and Referrals	34
• Interviews	34
• Articles and Reviews	35
• Screenwriting Directories	36
• Publishing Directories	38
• Video Dealers	39
• Book Dealers	40
• Pitch Fest Lists	40
• The Internet	42
• Fiction Writing Websites	46
• Telephone Research	48
Chapter 5: PUTTING THE TOOLS TO WORK	51
• Targeting the Right Executive	51
• Pitch Fest Research	52
• The 10 Steps to a Powerful Hit List	53
Chapter 6: SECURING OPPORTUNITIES TO PITCH	57
• An Editorial Comment...	57
• But Wait, I Have One More Rant...	58
• Referrals	59
• Pitch Festivals	60
• Conferences and Book Fairs	64
• Query Letters	66
• Emails	70
• Phone Calls	71
• Elevators	73
• Two More Opportunities	73

PART II: PRESENTATION

Chapter 7: GEARING UP	79
• Protection	79
• Clothing	80
• Props	81
• Business Cards	81
• On-the-Spot Submissions	82
• Leave-Behinds	82
• Anathemas	84
• Unnecessary Worries	84
Chapter 8: ESTABLISHING RAPPORT	89
• Common Experience	89
• Acknowledgment	91
Chapter 9: REVELATION, REQUEST, AND RESPONSE	95
• Awkward Segue #1	95
• Awkward Segue #2	96
• The Win-Win Question	97
• If the Buyer Says YES	98
• If the Buyer Says NO	99
• If the Buyer Has Questions	101
Chapter 10: BEYOND THE 60-SECOND PITCH	105
• The 10-Second Pitch	105
• Pitch Meetings	108
• Pitching Episodic Television	110
• Pitching Everything Else	113
• Marketing Other People's Stories	115
• Pitching to Your Boss	116

PART III: EXTRA STUFF

Chapter 11: THE PITCHING TEMPLATES	121
• The Genre Film Template	122
• The Personal Experience/Fictional Story Template	123
• The Combined Personal Experience/Fictional Story and Genre Template	123
• The Real Situation/Fictional Story Template	124
• The Love Story Template	124
• The True Story Template	125
• Two Sample Template Pitches	125
Chapter 12: “ <i>The Best Pitch I Ever Heard</i> ”: EXECUTIVES ON PITCHING	129
Chapter 13: THE BEST PITCH YOU’LL EVER GIVE	169
INDEX	173
ABOUT THE AUTHOR	183