



PITCH BIBLE: BASICS

Logline

(1-2 sentences) A brief statement of the show premise that defines the heart of your story through character, plot, conflict, and emotional hook.

This needs to immediately capture a producer's interest and encourage them to see the rest!
Also add the target audience somewhere here. Preschool? 5-7?

Introduction

(2-6 short paragraphs) A comprehensive summary of the show premise that demonstrates the character's goals, the plot, conflict, and emotional hook of the story.

This needs to be catchy and exciting!

Character Descriptions

Introduction of the characters' personalities, goals, and relationships with each other - as well as what they'll learn. Only focus on your main characters (ones who are relevant to the plot) and categorize them into protagonists, antagonists, and *important* secondary characters.

While you do that try to think on the "voice" of the character. So if one character is shy, the description needs to "feel" shy; if one character is a hyper kid, the description should reflect that.

World

Introduction of the setting: time period, location, rules of the world - everything that lets us know just what kind of world we are in.

This needs to be short and inviting!

Season Arcs

(1-3 short paragraphs per season) Breakdown of the plot over seasons, generally intended for more serialized shows.

- What is the main arc that happens? How is this going to show on the episodes?
- What is the end of the series?





Episodes

(3-5 examples, 1 short paragraph each) Several brief but diverse episode summaries that demonstrate the story conflict and how the show can keep running.

Heart

Addresses the emotional hook - what the story means to you, why this story is important, and why it will encourage viewers to return.

Credits / Thank You / Contact

Here is the place to put contact info, who is involved in the show or if there is any legal representation.

Overall:

Make the pitch exciting and fun! Imagine you are telling it to a 10 year old and you'll be fine! Make sure the descriptions are fun and informative and avoid repeating information through the pitch unless it's necessary.

A pitch should give the "taste" of the show, not EVERYTHING.

Try to add some artwork that reflects what you are trying to convey!

Formatting:

- Ideal size is between 4-12 pages.
- Stick to small font 9-11.
- Avoid giant blocks of text.
- Add a cover if you have relevant artwork or a memorable image.
- Bind your project. NO CLIPS! Presentation matters, so get a nice binder!

To the Meeting:

- Bring your resume in case.
- Bring samples of relevant work related to or comparable to the project.

