

Pitching a Project

A pitch is like a “coming attraction.” You want to do more than just tell me about your project. You want to make me want to see your video. This is not a book report. You want to put images in the mind of your audience.

The pitch is a sales meeting. It should capture the overall – the energy and interest of a project – the concept. Find the hook, the heat of a project and sell it. The worst approach is to laboriously explain the characters and then move step by step through an outline.

Some Suggestions/Tips:

-Carl Sauter, winner of numerous WGA writing awards, explains, “The best approach is to distill the story idea into its shortest and sexiest version. Capture the heat and indicate the hook. Convey the tone by providing more detail about a particular scene or character. In short, find whatever it is about a particular project that captures the concept of that project.”

-Some writer/directors think it’s a good idea to describe the opening sequence in detail to set the mood and tone of a project – then briefly summarize the rest of the video/movie.

-The best pitch is always short.

-Never lapse into a dull, rambling narrative. Keep the pitch high energy. Show enthusiasm for a project.

-Use visual aids as appropriate.

-Work from notes. Don’t read

-Don’t repeat information.

-Practice. Practice. Practice. Test the pitch on friends. Refine and develop your pitch so that it seems unrehearsed and spontaneous.

An effective pitch may start with a “hook.” A “hook” draws the audience into your project. In “E.T.” – the hook is an alien is left behind by his ship. To make matters worse (and to increase the tension) he is chased and threatened by a group of red-necks. We’ve all been left behind somewhere – but E.T. is left behind in a place that is completely foreign to him and he must now try to “phone home” – across the universe.

Give us an overview of the project. This is not a beat-by-beat explanation of the story – but an interesting picture of the entire project.

After the overview - Find several key scenes/moments that you can describe visually so we can get a sense of your visual design.

Don’t put the cart before the horse – first discover what your vision for the project is. Then create a pitch that captures your vision.

The hardest thing to do in a pitch is to show us what sets your project apart from others.

Sample opening to a pitch: **Boy meets girl. Boy loses girl. Boy gets girl. Girl is a mermaid.** The pitch to the Tom Hanks-Daryl Hannah movie – Splash.

PITCH

: The Red Balloon

By Joseph Minasi

In today's world, stereotypes seem to take over. Friendship is not what it used to be. Logos and brands shape our world, and popularity reigns above all. True friendship can seem impossible to find in a world such as ours.

Only the very lucky can find it...and *keep* it.

For few who have escaped the material world of the twenty first century, friendship can be with a best friend, a stranger, a pet, or even a parent.

But for one young boy, friendship was found within a *mysterious* red balloon.

But why, when all else failed, has this young boy found friendship in a red balloon? You see, friendship can be found in many different forms. It is just up to you to look deeper, past reality, to discover it.

Though the use of visual storytelling, I will bring you into a world where materialism has taken over. The very fundamentals of life are based around popularity and names.

Based on Albert Lamorisse's story, of The Red Balloon, I will create a modern day version of the classic tale. Set in the year 2010, when the world has become a giant billboard, full of envy and jealousy, my version of the classic story will follow the journey of a young boy as he sets out to find the real meaning friendship...

...and the secret behind his magical red balloon.